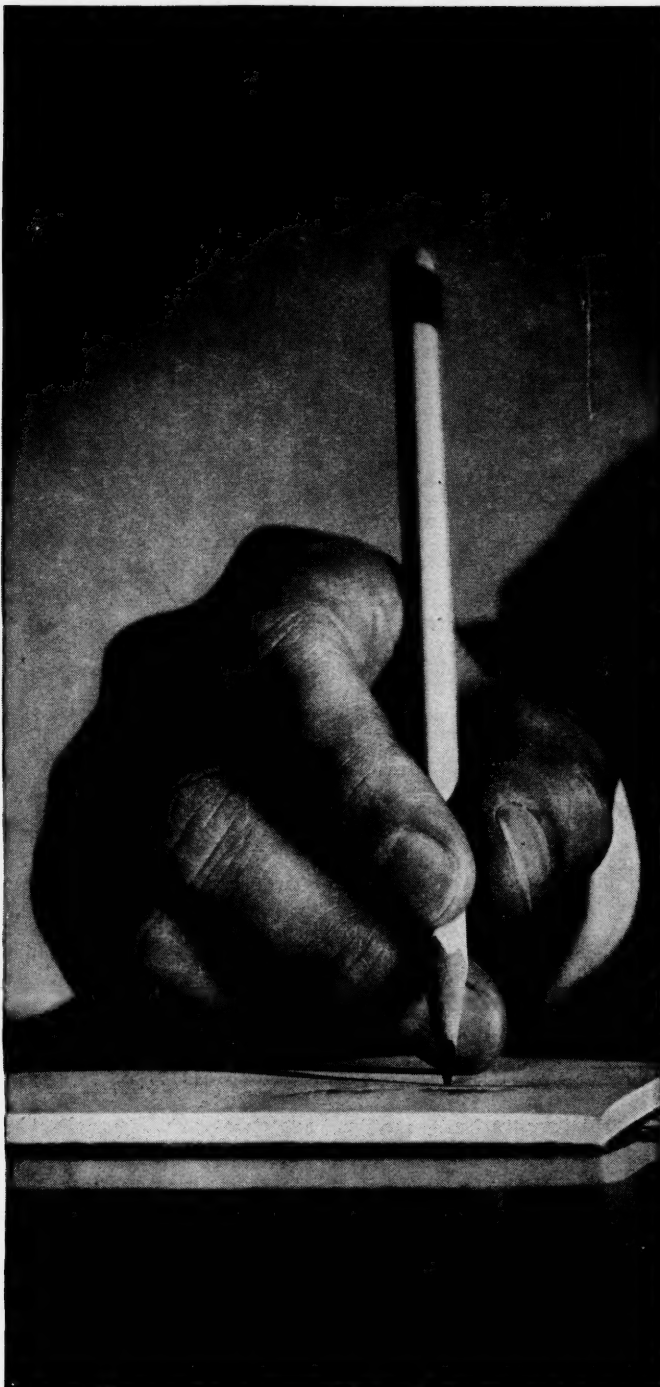


The NATIONAL UNDERWRITER

Life Insurance Edition

★ THIS ADVERTISEMENT IS APPEARING IN LEADING NATIONAL MAGAZINES ★



©PR., 1956, N. E. L. I. CO.

Man with a magic pencil

... he represents the
New England Life

Give him a sheet of paper, and give him your confidence. Under his pencil there will grow a safe future for you and your family.

The figures that he jots down and adds and multiplies will someday come marching back to your family, or to you — as income while you take life easy. Or as a welcome cash reserve when you need it.

There are two main elements in this magic. First, this man from the New England Life knows all about the wonderful things that can be done with life insurance.

But equally important, he also brings you the advantages of the New England Life contract. The guaranteed privileges of that liberal contract can help you in many ways.

You see, the magic really isn't in the pencil. It's in the training of the New England Life agent, and in his ability to bring about a *better life for you*. Ask him freely for advice. It's yours without obligation.

A BETTER LIFE FOR YOU **NEW ENGLAND**

Mutual **LIFE** Insurance Company
BOSTON, MASSACHUSETTS

THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1835

FRIDAY, SEPTEMBER 14, 1956

Lutheran Brotherhood's
Home Office Training School
contributes to the personal
success of 79 new agents
during the past 9 months



Primed and prepared to serve... shown above are the members of the June 4th class — 15 of the 79 new agents receiving the benefit of the School's specialized training during the past nine months. The purpose of the School is to help these agents achieve greater productivity in shorter time by helping them serve their prospects and clients better. Better service has paid off in greater personal benefits for agents — and in helping LUTHERAN BROTHERHOOD grow.



Lutheran Brotherhood

701 Second Ave. So., Minneapolis 2, Minn.

LIVING BENEFITS FOR LUTHERANS THROUGH LIFE INSURANCE

Lutheran Agents — Some territories are still available for qualified Lutheran representatives. If interested, write HAROLD HOEL, *Supt. of Agencies*.



**Half a million
dollars paid
out every
working day to
policyholders,
beneficiaries,
and
annuitants
of the
SUN LIFE
ASSURANCE
COMPANY
OF CANADA**

LL



LL LL LL LL LL LL LL

One of our greatest satisfactions is knowing that, because of Liberty Life insurance, thousands of today's boys and girls will enjoy the advantages of a college education in future years. To individuals and families, and to business and industry throughout the entire Southeast, Liberty Life offers a comprehensive insurance program fulfilling every need for financial protection.

LIBERTY LIFE
INSURANCE COMPANY
Greenville, South Carolina
Financial Freedom For The Family



LL LL LL LL LL LL LL LL

ILLINOIS MUTUAL CASUALTY COMPANY'S

OUR POLICIES

Loss of Time
Accident and
Sickness
•
Hospital Medical
and Surgical
•
Non-Cancellable
and Guaranteed
Renewable to Age
65 Accident and
Sickness
•
Major Medical
•
Cancer and Specific
Disease Expense
•
Franchise Group
and Key-man
Loss of Time Plans

MAJOR MEDICAL EXPENSE POLICY

**FOR INDIVIDUALS AND
FAMILY GROUPS**

THREE PLANS AVAILABLE...
The Modern Low Premium
Way to Insure Against Cata-
strophic Medical Expense

POLICY FEATURES

- ★ NO CO-INSURANCE CLAUSE
- ★ DEDUCTIBLE APPLIES ONLY ONCE UNDER 3 SPECIFIED CONDITIONS
- ★ PAYS FOR COVERED MEDICAL EXPENSE IN OR OUT OF THE HOSPITAL

*Your Clients NEED this
Catastrophic Protection
When Disaster Strikes!*

Desirable Agency
Openings Avail-
able in the
Following:

Arizona
Illinois
Indiana
Iowa
Florida
Colorado
Michigan
Minnesota
Missouri
Nebraska
N. Dakota
Ohio
Wisconsin

Why not plan now
to make Illinois
Mutual Your
Company for Your
Accident and Sick-
ness Business?

We will welcome your inquiry concerning Direct Contract and Brokerage Arrangements.

Write
Home Office:
411 Liberty
Peoria, Illinois

**ILLINOIS MUTUAL
CASUALTY COMPANY**
NON-ASSESSABLE

E. A. McCord,
President
C. C. Inman,
Executive
Vice-President

"Dependable Accident, Sickness, and Hospital Insurance Since 1910"

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

60th Year, No. 37
September 14, 1956

Frederic Peirce Appointed LIAMA Managing Director

Successor to Zimmerman
Has Been with Hartford
Organization Since 1947

HARTFORD—Frederic M. Peirce has been appointed managing director of LIAMA. He succeeds Charles J. Zimmerman, now president of Connecticut Mutual Life.

Mr. Peirce has been a member of the LIAMA staff since 1947. Last June he was elected an officer and director of institutional relations. For 2½ years before that he was assistant to Mr. Zimmerman.



Frederic M. Peirce

Vice-president Stanton G. Hale, who is president of LIAMA, said Mr. Peirce was the unanimous choice of the 13 LIAMA directors, who were assisted in their selection task by a committee of LIAMA past presidents, headed by Cecil J. North, vice-president of Metropolitan Life.

Mr. Peirce is the third man to head LIAMA, which had its beginnings in 1922 as the Life Insurance Sales Research Bureau. John Marshall Holcombe Jr. was managing director until his death in 1951, when he was succeeded by Mr. Zimmerman.

The new managing director attended the University of Omaha and spent several years in sales work before entering the life insurance business with John Hancock in Omaha. In 1939 he joined Capitol Life in Denver, becoming an officer in 1943 and assistant secretary-treasurer in 1945. Two years later he went to LIAMA as senior management consultant.

Well known as a speaker and author on life insurance selling and sales management subjects, Mr. Peirce has represented LIAMA as a consultant to the home offices of member companies throughout the United States and Canada. He has also been a director and instructor in LIAMA schools in agency management.

In a letter to agency officers of LIAMA's 280 member companies, Mr. Hale observed that "with Fred Peirce taking over the reins, we are assured of continuity in all vital facets of our association program."

"Because of the far-reaching importance of the position," Mr. Hale said, "we looked for a man with executive ability and sound life insurance experience in the agency field. We wanted a man with demonstrated interest in institutional work and a sincere belief in the objectives of our research program. It was our decided feeling that

(CONTINUED ON PAGE 19)

Priebe, Irvine, Wilcox to Be on NALU's MDRT Hour

WASHINGTON—A round-up of business insurance pointers, a play-by-play account of how a younger agent keeps writing a million a year, and some observations on the 1956 Million Dollar Round Table by its chairman, Arthur F. Priebe, will be the attractions on the Million Dollar Round Table hour Thursday, Sept. 27, during the annual meeting here of National Assn. of Life Underwriters.

James B. Irvine Jr., National Life of Vermont, Chattanooga, who was program vice-chairman in charge of "cabin-hopping" during the recent MDRT convention cruise on the *Kungsholm*, will give the highlights of the business-insurance cabin-hopping sessions. Mr. Irvine will discuss the latest developments in this field, reviewing the cabin hosts' ideas for solving the constantly changing problems in business insurance.

Richard Jay Wilcox of the George B. Byrnes agency of New England Life at New York, paid for a million his first full year in the business, which he entered in 1950 on graduation from Dartmouth. He has exceeded a million every year since. Mr. Wilcox will repeat the talk that was one of the outstanding hits of the 1956 Round Table meeting, sharing his system of self-organization with his audience.

MDRT Chairman Priebe, of Rockford, Ill., who has been with Penn Mutual since entering the business in 1935, will introduce the two speakers and comment on other aspects of the Round Table cruise convention, the sort of informal report that NALU members have learned to expect.

St. Paul Newspaper Lauds Role of Insurance

Life insurance got a laudatory and deserving plug in an editorial appearing in a recent edition of the *St. Paul Dispatch*, one of Minnesota's leading daily newspapers. "The double benefits received from life insurance, together with the increasing market for capital, make the role of life insurance companies one of the most important in the nation's financial picture," the editorial said.

"Insurance is steadily on the rise as the population grows, income increases and the sound citizen realizes the ready financial security this manner of investment brings," the editorial said in commenting on the increase in the total assets of life companies.

E. H. O'Connor to Address NALU on Social Security

WASHINGTON—E. H. O'Connor, managing director of Insurance Economics Society, will be the opening speaker at the Thursday morning general session of the National Assn. of Life Underwriters annual convention here during the week of Sept. 23.

Mr. O'Connor's topic is "What Price Social Security?" He is well known for his forthright and colorful talks on the subject of individual self-reliance as contrasted with security that is dependent on government benevolence. He favors the individual variety.

Other speakers slated for the NALU annual gathering were listed in the detailed program that appeared in *THE NATIONAL UNDERWRITER* for Aug. 31.

Vice-Chairman Carr of GAMC to Bow Out

WASHINGTON—Carr R. Purser of New York, a wheelhorse in the General Agents & Managers Conference of National Assn. of Life Underwriters and one of two GAMC vice-chairmen, has written M. L. Camps, chairman of the nominating committee, asking that he not be nominated for office in the elections of Sept. 25. The increasing pressure of his business as one of Penn Mutual's most successful general agents caused Mr. Purser to make the request, which he did "with profound regret."



Carr R. Purser

Northwestern Life Office Employees Reject Union

Employees of the Northwestern Life home office in Seattle turned "thumbs down" on union organization Monday, according to company president, Austin F. Case. Voting by secret ballot, Northwestern office workers voted 69% against organization of their group by the International Office Workers CIO-AFL Local 8. The balloting followed several months of organized, intensive campaigning by the union.

Insurance Co. of North America Has Life Subsidiary

Big Fire-Casualty Insurer,
with 20,000 Agents, Puts
\$7 Million into Venture

PHILADELPHIA—Insurance Co. of North America, one of the top companies in the fire-casualty field, this week filed application with the Pennsylvania department to incorporate a life insurance subsidiary, to be called Life Insurance Co. of North America. Except for directors' qualifying shares, it will be a wholly-owned subsidiary of the fire company, which is the parent company of the North America group of insurers.

Life Insurance Co. of North America will sell life insurance, A&S, annuities, and all other forms of insurance and reinsurance permitted life companies. The parent company will invest \$7 million in the life insurer. Initial capital will be \$1 million, surplus \$5 million, and \$1 million will be set aside for general contingencies. It will start business as soon as legal and organizational formalities are completed.

There is no indication as to what course the new company will follow in seeking business, though it may be significant that the announcement states that "the group is represented by more than 20,000 independent local agents throughout the world."

American Surety of New York, which recently organized a life company affiliate, announced that it would first seek business from its own agents, many of whom already write life insurance. Entry of Insurance Co. of North America into the life field generated speculation among life insurance men as to the likelihood of North America's life company concentrating rather heavily among its own agents as a nucleus for life insurance production.

The North America group, which also includes Philadelphia Fire & Marine and Idemnity Insurance Co. of North America, wrote \$270 million in premiums last year. Consolidated assets on June 30, 1956, were \$584,487,138. In policyholders surplus, \$453,347,323, the group ranks first in the property and casualty field and fifth among all companies, including life, in the United States.

Life insurance will not be a novelty to Insurance Co. of North America, for when the company was founded in 1792 it was empowered to write marine, fire and life insurance. Thus, the company was not only the first incorporated stock insurance organization in the United States but the first commercial corporation in the country to write a life insurance policy.

The company's first life policy was issued in 1794 on the life of Capt. John

(CONTINUED ON PAGE 19)

Late News Bulletins . . .

American Life, N. Y., Names Van Horn

NEW YORK—Paul E. Van Horn has resigned as agency director at the Guardian Life home office and will join the newly organized American Life of New York, Oct. 15. He will have general supervision of the development of its business.

American Life is the life affiliate of American Surety of New York. Its formation was reported in *THE NATIONAL UNDERWRITER* for Aug. 24.

Mr. Van Horn has been agency director at Guardian for 2½ years. Before that he was director of field training. He is a past president of the Rochester, N. Y., Life Underwriters Assn. and of the Rochester CLU chapter.

Authorize 23 Companies to Sell to GIs Abroad

Defense Department has authorized 23 life companies to send agents to solicit business on overseas military installations. A number of other applicants were turned down because they had not been in business the five years required for overseas accreditation.

Companies wishing to solicit business on overseas bases must file detailed applications showing compliance with the stricter rules adopted earlier this year following a Congressional probe into alleged abuses by agents selling on military installations. A special life insurance board was set up in the Defense Department to review and act upon the applications, which must be renewed annually.

Companies certified for the year ending June 30, 1957, are American Life of Birmingham, Beneficial Standard, Continental Assurance, First Pyramid Life of Little Rock, Gibraltar Life of Dallas, Government Personnel Mutual Life of San Antonio, International Fidelity of Dallas, Life Insur-

ance Society of Birmingham, Manufacturers Life, Massachusetts Mutual, Midland National Life, National Fidelity Life of Kansas City, Occidental of California, Occidental of Raleigh, Pioneer American Life of Ft. Worth, Preferred Life of Dallas, Rio Grande National Life of Ft. Worth, Security Benefit Life of Topeka, Service Life of Ft. Worth, Trans-American Life of Ft. Worth, Union Life of Little Rock, United Life & Accident and United Services Life of D. C.

U. S. Life Elects 3 New Directors

U. S. Life has elected three new members to its board. They are James Coggeshall, Jr., president of First Boston Corp.; Reuben L. Perin, executive vice-president of Continental Can Co., and Henry B. Sargent, president of American & Foreign Power Co.

Mr. Coggeshall is also a director of Commercial Credit Co., Baltimore. Mr. Perin has been with Continental Can since 1924. Mr. Sargent is a director of several other companies.

18 Chicago Life Men Get CLU Designations: Hear Hancock V-P

Eighteen Chicago life agents were presented with their CLU designations Wednesday at a luncheon in Chicago sponsored jointly by the Chicago CLU chapter and Chicago Life Underwriters Assn. Speaker for the occasion was Edmund L. Zalinski, a CLU and sales administration vice-president of John Hancock, who reminded the group that just "being an average agent no longer rings the bell." He said the successful agent has got to know himself, know his product, be sold on it, keep up to date and at the same time present his policy as something new and exciting.

In saluting educational efforts of the new CLUs, Mr. Zalinski said that self-improvement almost always increases production despite the fact that time is taken out for training. About 350 agents attended the luncheon and nearly 100 of these were CLUs.

Earle S. Rappaport, Pacific Mutual Life, president of Chicago CLU chapter, presided at the conferment ceremony and invited the new designees to the national CLU conferment dinner and exercises in Washington Sept. 26, during the annual meeting of National Assn. of Life Underwriters.

Mr. Zalinski applauded the growth of CLU and LUTC activity in Chicago in recent years, explaining that some 200 men are enrolling for the new CLU courses beginning this fall and over 600 are signing up for LUTC classes. "There is nothing like the authority and confidence of knowledge," he said.

Mr. Zalinski made several salient suggestions during his sales talk entitled, "When Know Means Yes." He said an agent must find a common interest with his prospect. "Until you do that," he said, "you are a stranger—worse than that, you are a stranger who is a salesman out to get a commission at the expense of the prospect." He told about a successful New York agent who wrote a \$150,000 policy on a busy executive by finding a common interest with the prospect. The agent first struck up a friendship with the executive's secretary. From her he learned that her boss was a polo enthusiast. So the agent went out to Long Island one Sunday to watch the executive play polo. When the agent finally got an interview with the executive, he had something to talk about—a common interest.

American United Agents to Gather at Sun Valley

Some 250 American United Life agents and home office people will celebrate a 40% increase in sales this year at the company's Field Club meeting at Sun Valley, Idaho, Sept. 17-20. The club is composed of agents who wrote \$400,000 of new business to qualify.

Members of the company's 500 Club, composed of agents who have written a half million in new business in a 12-month period, will go to the meeting two days early for a series of informal round table discussions.

Field Club speakers include Clarence A. Jackson, president; Eber M. Spence, vice-president and director of agencies; George A. Saas, advertising consultant; Milton Elrod, tax consultant; and Sherman M. Jensen, director of group sales.

At a banquet on Sept. 20, major

awards will go to Neal Sinclair, Indianapolis, highest paid volume during the field club period; Frank Sullivan, South Bend, highest premium income during the same period; A. Walter Zimmerman, Burlington, N.J., highest percentage increase in paid volume this field club period over last; John Coggins, Amarillo, insurance of the most lives; and B. V. Evers, Sandusky, O., highest persistency on national quality award basis.

HIAA To Hold First Program Nov. 12-13 on Health Insurance

Health Insurance Assn. of America will hold a forum on individual health insurance Nov. 12-13 in Dallas. The program will be the first held under the auspices of the association and the first annual meeting of HIAA's individual insurance committee.

The forum will include panel discussions and speeches on such topics as substandard insurance, brokerage business, major medical and claim problems. A program planning subcommittee headed by John H. Lumley, executive vice-president of Benefit Association of Railway Employees, met to schedule events of interest to company representatives who direct individual health insurance programs.

Other subcommittee members are Ward H. Beall, underwriting vice-president of North American Life & Casualty; Ernest B. Forsythe, vice-president of Illinois Mutual Casualty; Allen M. Hansen, assistant vice-president of Mutual Benefit H. & A.; Charles B. O'Connor, A&S manager of Midland Mutual Life; Charles Seavey, 2nd vice-president of Union Mutual Life; and Oliver F. Siegmund, manager of the A&S development department of General American Life.

Chairman of the individual insurance committee, a standing committee of HIAA, is J. M. Wickman, 2nd vice-president of Mutual of New York.

Great Southern Raises Its Non-Medical Limits Through Age 40

Great Southern Life is increasing its non-medical limits through age 40 effective Sept. 19, and as of that date the company is discontinuing non-medical underwriting above age 40. The company also is liberalizing the writing of non-medical business where there has not been an intervening medical examination. Under the new non-medical limits the maximum coverage is \$15,000 for ages 0-30, and \$10,000 for ages 31-40.

The company also has announced a new occupational rating manual. Of the 825 changes affecting both life and A&S applicants, 68 reflect increases; the remaining 757 constitute reductions or elimination of the ratings that formerly applied.

FREDERICK C. REMINGTON, 86, a field supervisor in the field management division of Metropolitan Life when he retired in 1934 after 41 years service, died. He resided in Ridgewood, N. J.

Harold Cummings, president of Minnesota Mutual Life, is one of two St. Paul insurance executives who are leading the campaign to raise \$1,940,126 for the Greater St. Paul Community Chest. Mr. Cummings is president of the chest association. The other insurance executive leading the drive is **Ronald M. Hubbs**, vice-president of St. Paul Fire & Marine.



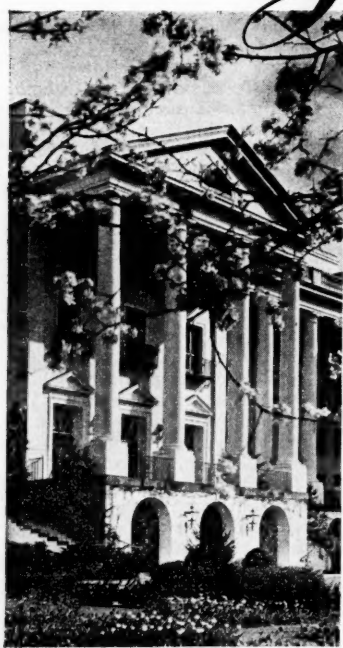
Where the convention season

never

THE

ends...

Greenbrier



The Greenbrier offers an outstanding location for your next convention. The newly completed, air-conditioned West Wing provides meeting rooms for groups up to 1000 and includes such features as a brand new auditorium with a 42 foot stage, the latest P.A. systems and projection equipment, a theater with Cinema-Scope screen, and superb arrangements for banquets. Don't overlook either, the marvelous sports and recreational facilities, the courteous service, comfortable guest rooms and wonderful dining that have made The Greenbrier world-renowned as America's Informal Business Capitol.

Greenbrier

For complete information, address: Charles L. Norvell, Director of Sales, The Greenbrier, White Sulphur Springs, West Virginia, or inquire of reservation offices at: New York, 588 Fifth Avenue, JU 6-5500; Boston, 73 Tremont Street, LA 3-4497; Chicago, 77 West Washington Street, RA 6-0625; Washington, D. C., Investment Bldg., RE 7-2642.

WHITE SULPHUR SPRINGS • WEST VIRGINIA

Mutual of Omaha Celebrates 21st Year in Canada With Board Meeting at Toronto

Canadian operations of Mutual Benefit H.A., which have been so successful this year as to produce a 33% premium increase in the first seven months, were recognized in high style by company officers and directors last week during a visit of officers and directors to Toronto. Mutual of Omaha is marking its 21st year in Canada, and has become the leading writer there of individual A&S insurance, but President V. J. Skutt indicated his belief that the company is only on the threshold of accomplishment. At a dinner honoring nearly 50 agents who qualified by production to attend, Mr. Skutt announced plans for a new \$2 million Canadian head office, comparable to a 10-story building, to service the increased volume. Expansion of facilities in the 27 Canadian service offices is being considered, he added.

Also announced were plans for Mutual of Omaha to sponsor an International Insurance Exposition during 1959 when the company will mark its 50th anniversary. Representatives from 40 countries will be invited to attend, Mr. Skutt said, to cooperate in helping to dramatize voluntary, individual security from sickness and accidents. Leaders in insurance and medicine will be invited to participate. The exposition, to be held probably in Omaha or Toronto, will have as chairman of the medical and health committee Dr. Charles W. Mayo of the Mayo Clinic, a director of Mutual of Omaha. Mr. Skutt noted that through its aviation accident department the company is already operating in 37 countries and thus has a direct interest in world wide voluntary insurance.

The Toronto board meeting was the first for the company in Canada and only the second to be held away from Omaha. The directors traveled from Omaha to Buffalo, Ottawa, Toronto, Detroit and then home, meeting at most of the cities with their general agents and civic leaders.

At Buffalo there was a board meeting of Companion Life, a wholly owned life subsidiary. L. Frederic Hoebel, assistant treasurer of Mutual of Omaha, was elected a director of Companion Life. The company, the directors were told, had a 14% increase in insurance in force in the first seven months. A new rate book was approved which will produce an over-all rate reduction for all plans of coverage.

Seven New York state Mutual Benefit—Companion Life general agents were guests at a dinner in Buffalo: B. F. Helmbrecht, Buffalo; J. J. Kearns, Albany; C. H. Juergens, New York; A. M. Holtzman, Rochester; W. V. Haggerty, Syracuse; J. G. Brock, Utica, and D. C. Coverley, White Plains.

After a stop at Ottawa for luncheon with the American ambassador, the officers and directors climaxed their trip with a 1½ day stay at Toronto to honor leading Canadian producers and hold final meetings on expansion plans.

During the Toronto visit, the group took a tour of the Canadian home office, held a reception and dinner for the producers, conducted two board meetings and held a formal reception and dinner for civic leaders and officials.

Frank A. Walton, executive vice-president in charge of Canadian operations, presided at the dinner for the agents. Mr. Skutt predicted in his remarks that Canadian production will double in two years. The 33% increase

in Canada this year has helped boost the company's over-all increase in the U.S. and Canada to 16%, and all indications are that Mutual of Omaha will increase its total writings in 1956 substantially more than \$20 million.

The growth in size and importance of Mutual of Omaha has made it conscious of its responsibilities. Mr. Skutt displayed in his talk the fact that the

company feels it has a larger role to play than simply that of an insurer. Management is interested in promoting the voluntary system and making people conscious of the importance of insurance in the economy and in the welfare of an individual. The C. C. Criss awards are an example of this, and the plans for an International Insurance Exposition are another.

On the second day in Toronto, there was a board meeting in the morning, a luncheon of directors and officers, another board session and the final (CONTINUED ON PAGE 14)

Occidental Starts Float for Rose Bowl Parade

Occidental Life of California, which at the 1956 Pasadena Tournament of Roses won the grand prize with its float, has been advised that its application for entry into the 1957 parade has been accepted. President Horace W. Brower said the home office staff is beginning to prepare a float and hopes to repeat its 1956 triumph.

New England Mutual Life has moved its Houston agency to new quarters in the Century building.

FACTS about John Hancock

In assets and life insurance in force, John Hancock is one of the largest and strongest U. S. life insurance companies. In 1955, the Company's ninety-third year, new life insurance sales reached a record total of over two billion dollars.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

Sales Ideas That Work

Modern Streamlined Insurance Packages Can Lead to Bigger Sales, Says Ashford

Chester Ashford, Pacific Mutual, McFarland, Cal., spoke on "Package Selling—Streamlined" at this year's Million Dollar Round Table aboard the ship Kungsholm. Pointing out that we live in a world where so much is streamlined, including merchandising, he suggested that insurance packages could be streamlined for larger sales with a minimum of lost time. An abridged version of Mr. Ashford's talk follows.

In the life insurance business we often think of package selling as something simple and easy to sell, a door opener, and a quick close. On this we agree, but why not streamline the package and get a bigger sale and still be able to close quickly with little time loss?

We are today living in a stream-

lined world, a world of modernization and atomic power controlled by electronics. Education has been streamlined by use of the radio and visual aids, with more specializations. Manufacturing has been streamlined by use of the assembly line and pre-fabrication. Farming and dairying have been streamlined by use of the modern power equipment. In this age of streamlining, transportation has been improved . . . greater speed with more safety and economy. In our manufacturing industries with giant machines and great power, the assembly lines have cut cost of production to a minimum with more efficiency and greater production, with less man hours. The working man's time has been cut from 14 to 16 hours, per day, to a 6 to 8 hour day, with a 30 to 40-hour week.

Think for a moment of the pioneer home which was built of logs, hand made, or stones or brick prepared by hand. The furnishings were all hand made. The pioneer home had little comfort outside of shelter. Today our modern homes are better equipped and more efficient in every respect, built for comfort, air-conditioned winter and summer, with all the modern conveniences of refrigeration and electric appliances.

In yesteryear man walked, rode a horse, traveled by ox team, or wagon, but today our cars are built for beauty and comforts, artistically designed and streamlined to provide us with the greatest comfort and safety possible in personal transportation. Yes, two and three colors artistically arranged for real beauty.

Merchandising: Yesteryear, the housewife purchased a box of cake mix, then purchased another box for the frosting. Now she purchases only one box with all the ingredients . . . one package. Take a look at our yellow pages of the telephone book. All the services are listed under different professions, vocations and avocations.

What do these things have to do with us in the selling of life insurance? What did the different companies at yesteryear have to offer? The sales kit was made up of simple package sales: Policies of limited pay life and endowment contracts, with no A&S benefits of any type. Travel was limited for the insured. He was not permitted in Indian country, or to travel to Bermuda, as we are now doing, or to go beyond the continental United States. Today, our great insurance companies, too, have come a long way in meeting the needs of the public demand in the field of life and A&S insurance. They have created for our sales kit every type of needed policy which the public has demanded: ordinary, limited payment life, endowments for any desired age needed, mature at an age when most needed; term, 1-year renewable and convertible to a level term policy of almost any age desired. Also available is the decreasing term contract for family income protection and to cover any period of years and for any amount for mortgage security. Besides, there are combination type of policies, from the savings plan to the retirement plan, with or without life insurance. In the A&S department we find almost any needed plan: Disability income protection; comprehensive hospital and medical expense; hospital only; accident, medical expense and income protection; special diseases, etc.

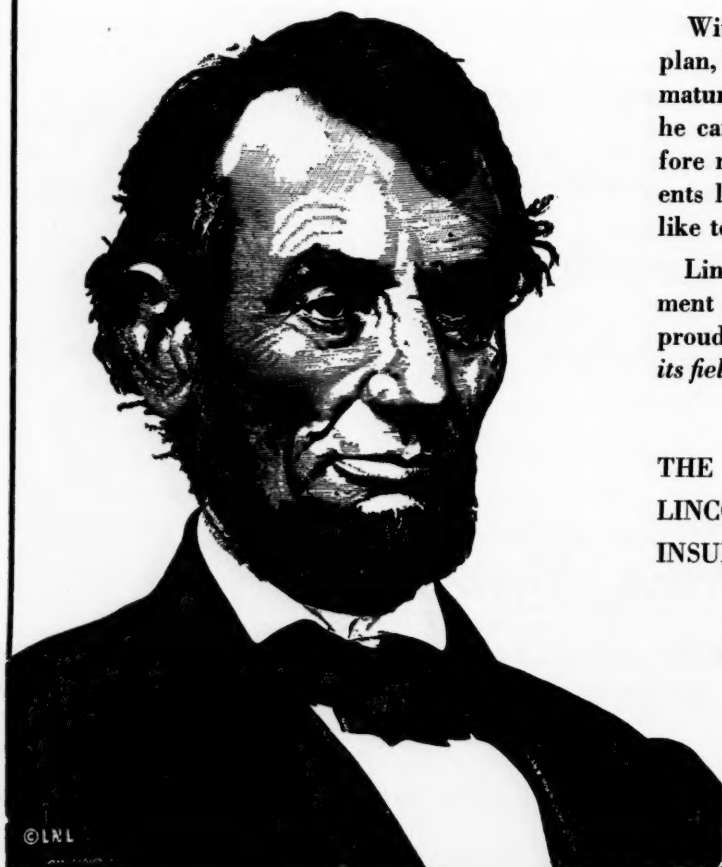
All this and more in our sales kit is available to us to do a better job for society, democracy, our home, our business, security for one and all. Thus we, the agents, offer a package of service to our prospect and client. We can offer a simple package of protection and do a limited job for the client, just as the first cars offered good transportation but little comfort. It was the open-air type fashioned after the old buggy or surrey. Yes, it did a job, but look what we can have today. We can buy cheap transportation in the Nash metropolitan car or we can have a choice of a Cadillac completely power equipped with power windows, power seat, power steering, power brakes, automatic transmission, radio, heater, air-foam seats, and air-conditioned, built for complete luxury and utmost driving comfort, all in one personal car, one package, if you please.

So it can be with our package selling in the field of life insurance and A&S coverage. We can offer and sell a simple package to do a certain job in one's life or we can spend a little more time and do a much better personal job by offering a larger package which is made up of numerous smaller packages.

Personal Methods: In my sales presentation I usually start with a simple eye-catcher or opener to obtain interest and by talking about the problem of life and fixing the problem of life on the prospect I offer a complete package to do the complete job. For the salaried person, who more or less has a fixed income, with a wife and two children I would offer a package of, say, \$5,000 basic coverage with family income protection of \$100 to \$200 per month income to guarantee protection for the family during dependency period, plus income protection against disability of \$200 per month. If I find my prospect is able to afford more protection for his family, I would extend the family protection.

(CONTINUED ON PAGE 10)

FLEXIBLE-AGE RETIREMENT



With LNL's flexible-age retirement plan, the policyholder does not set the maturity date when buying the policy; he can wait until the date arrives before making his choice. Naturally, clients like this feature and LNL agents like to present it.

Lincoln National's flexible-age retirement plan is another reason for our proud claim that *LNL is geared to help its field men.*

THE
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne 1, Indiana
Its Name Indicates Its Character

Blue Cross Said to Want All or None of Military Dependents

WASHINGTON—The Defense Department, to split the handling of the armed forces dependents hospitalization program between A&S insurers and Blue Cross, has reportedly run into an all-or-nothing attitude on the part of Blue Cross. The Blue Crossers are said to have indicated that they don't want any part of the hospitalization job if they can't get all of it.

The Defense Department's tentative allocation plan calls for letting A&S insurers handle the program east of Colorado and west of Ohio, except for Michigan, which, along with Colorado westward and Ohio eastward, would go to Blue Cross. The splitting of business between A&S insurers and Blue Cross is in line with recommendations of an inter-service committee set up in the Defense Department.

The Department of the Army, which has been designated as the contracting agent for all three armed services, held a meeting last week with Blue Cross representatives to discuss contract terms, phraseology, rates, conditions etc. This week insurance-company representatives will be on hand at a meeting to consider whether the contract discussed with Blue Cross could be modified so as to be applicable to the A&S insurance business.

Last week there was also a meeting of the advisory committee set up under the military dependents law. There was a general presentation on the types of care to be furnished and the ground to be covered by the regulations that will be promulgated by the Secretary of Defense to interpret the various sections of the law. About 50 attended, including insurance industry and Blue Cross representatives.

What the plan actually amounts to is that A&S insurers and/or Blue Cross will provide their services rather than giving insurance coverage in the sense of risk-bearing. This is because it is impossible to say who is covered by the plan and who isn't. The purpose of the plan is to provide hospitalization and in-hospital medical and surgical care for servicemen's dependents who are located too far away from regular military facilities to make use of them. These dependents are roughly estimated at 8 million persons, or roughly 40% of the total of about 20 million such dependents. However, this may rise considerably when dependents are given the alternative of going to civilian hospitals as freely as to military hospitals.

Because the number to be covered is necessarily indefinite, the "premium" will be on a cost-plus basis, with the price redetermined at the end of each year on a basis that will remove the risk element entirely.

The coverage is to be provided without cost, except for a deductible of \$25 or \$1.75 a day, whichever is greater. In addition to in-hospital services there will be coverage for out-of-hospital surgery and also X-ray or laboratory service where surgery or accident is involved, subject to a \$15 deductible.

One thing that is holding the plan back is the need for getting physicians and surgeons to agree on fee schedules they will agree to accept as full payment for patients under the program. This is being handled through state medical societies. The Defense Department has indicated it doesn't mind hav-

ing a different fee schedule for each state, if that is the way it works out. But there is still the twofold problem of whether all the state medical societies will adopt fee schedules and, if they do, how soon they will do it.

Though it has not been openly expressed in the negotiations, one obvious reason why a state medical society might be reluctant to agree to a fee schedule is that it might be regarded by the public as an admission that these are the proper rates for all persons with incomes up to the top armed-services level. Accentuating this problem is the

fact that the Defense Department has made it clear that servicemen's dependents are not to be considered as charity cases in determining the cost of medical and hospital care. Yet because the government, in effect, guarantees the reimbursement of the companies or the Blue Cross, it is felt that some basis of charges must be agreed on to prevent possible abuses by some doctors.

William J. Sloan, educational director for Southwestern Life, is managing the 1956-57 Dallas CLU class, which held its first session Sept. 10.

Slate Third Management Seminar at Lake Placid

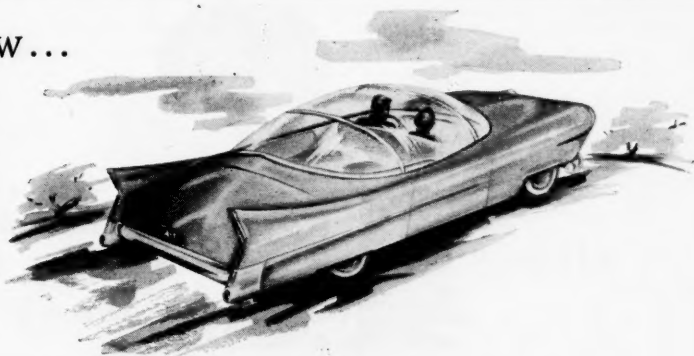
The third seminar in life company management to be given by the Graduate School of Insurance Administration at the Lake Placid (N. Y.) Club will run from May 19 to June 24, 1957.

J. Owen Stalson, director of the school, said that the seminar will again include distinguished life insurance executives and top ranking professional teachers from universities. The school is changing its name to the School of Insurance Administration this month.

design for tomorrow...

Cars of the future will practically drive themselves. They will be kept under control by electronic guidance and obstacle warning devices.

Look for retractable roofs, sliding doors, and a "telescopic eye" to pierce fog.



OHIO NATIONAL LIFE

agents
are prepared for
tomorrow, too

Opportunities for prospects are greater, interviews are easier, sales more frequent—thanks to effective sales aids and field—home office service and cooperation.



Ohio National Life men are among the leaders in the industry because they have learned to put to good use the variety of proven sales aids furnished them. Sales letters, brochures, and other literature are designed to produce prospects and customers, not just once, but again and again. They cover the full scope of policies, completely and concisely.

Intelligent use of these materials have helped Ohio National Life agents plot their own future security while helping thousands of others do the same. They find it important to their own future progress and success in a field where sales help is not only welcome, but necessary.

THE Ohio National Life INSURANCE COMPANY
CINCINNATI, OHIO



Set Program for LAA Direct Mail Seminar

The program has been arranged for the direct mail seminar which will be held the afternoon of Sept. 26 and the morning of Sept. 27, following the Sept. 23-26 annual meeting of Life Insurance Advertisers Assn. in New Orleans.

A special film and several panels will be presented on various aspects of the subject. LAA members who will speak are Douglas J. Alspaugh, Aetna Life; Richard A. Chatfield, Continental Assurance; Seneca M. Gamble, Massa-

chusetts Mutual; George H. Kelley, New York Life; Robert A. Adams, Provident Mutual; John Durell, Union Central; Richard N. Boulton, Phoenix Mutual, and Charles R. Corcoran, Equitable Society.

Guest speakers will be Ed Monahan of Monahan brothers, New Orleans direct mail agency; Francis Andrews, president of American Mail Advertising, Inc., Boston; Jules Paglin, head of a New Orleans advertising agency, and William J. Schergens, general agent of Aetna Life in New Orleans.

Leonard Watson, Columbian Nation-

al, is chairman of the seminar which is under the direction of LAA's standing educational committee, headed by William C. Heimburg, New York Life.

Insurance R&R Promotes Anderson

Kenneth L. Anderson, formerly staff editor of Insurance R&R, has been promoted to managing editor. Before joining the R&R staff in 1954, Mr. Anderson was successively with Provident Mutual at New York, a senior consultant for LIAMA, and vice-president and manager of agencies for Union Mutual Life.

BLUE CROSS-BLUE SHIELD

Mich. Commission to Go Ahead with Study Despite Setbacks

The commission appointed by Gov. Williams of Michigan to study Blue Cross-Blue Shield operations in the state has decided to proceed with its survey despite the resignation of Dr. S. J. Axelrod, University of Michigan public health economist who was to direct the study.

Dr. Axelrod said opposition by the Michigan State Medical society has made his research impossible. The commission, however, determined to continue, following an outline originally submitted by Dr. Axelrod. They designated a subcommittee to "work out refinements" in the study plan.

George E. Bowles, commission chairman, said the commission expressed faith in Dr. Axelrod and admitted it would be difficult to replace him. Any new study director, he indicated, probably would find something less than a cordial reception by some "in the medical world."

The study was initiated after repeated criticisms from CIO union leaders, particularly Walter Reuther, AFL-CIO vice-president. They objected to increasing Blue Cross-Blue Shield rates and claimed abuses in connection with the hospitalization-medical care operations. The services have some 3½ million Michigan subscribers, a large percentage of whom are union members.

Organize New Life Company at Denver

National Western Life is being organized in Denver under the presidency of A. Vaughn Ayers, who operates the Contractors Bonding & Insurance Service in Denver. Sale of 1 million shares of common stock at \$2.50 a share is in progress through United Investors, Inc. of Denver. Not less than 80% of the money from the sale of stock will be deposited in escrow until the amount reaches \$150,000 when that sum will be withdrawn for deposit with the Colorado commissioner for qualification and licensing. Other officers of the company include Carl K. Frederickson, who heads the Frederickson general agency at Denver, 1st vice-president, and Stanford L. Hyman, Denver lawyer, executive secretary.

Authorized capital of the company is 2 million shares of \$1 par value. In addition to the public offering, the company has given officers and directors options to purchase up to 500,000 shares at \$2.50 a share within five years.

Brooklyn Branch Slates Debate on Life Insurance vs. Mutual Funds

Brooklyn branch of New York City Assn. of Life Underwriters will meet Sept. 20 at 2 p.m. in Hotel St. George, Brooklyn. "Where Should a Family Man Put His Money?" will be the theme. It will be a debate between Victor R. Goldberg, general agent of Mutual Benefit Life at Hempstead, Long Island, who advocates life insurance, and Irving Lefer, manager of Life Investors Corp. in Brooklyn, who advises mutual funds. Justice DeFalco of New York state supreme court will be the moderator.

State Mutual Group Meets

State Mutual group representatives throughout the U. S. met at the Oyster Harbors club on Cape Cod, Mass., for a 4-day conference beginning Sept. 10. Nineteen executives, including President H. Ladd Plumley, spoke on the latest developments in specialized phases of group selling and moderated a variety of discussion forums.

if you want action instead of promises check into this two-listed money-making proposal

GENERAL AGENTS and BROKERS in PENNSYLVANIA • OHIO • ILLINOIS • INDIANA MARYLAND • DELAWARE • TENNESSEE ARKANSAS • LOUISIANA • FLORIDA

LET US SPELL IT OUT . . .

More Competitive

L.I.C.A. Policies are replete with unusual selling features. For instance—the L.I.C.A. DIAMOND — an endowment that has a \$1,200 cash value per \$1,000 face amount guaranteed at 65 . . . returns all premiums paid in addition to face amount death benefit during period (20 years) in which premiums are paid.

More Merchandising

A hard-hitting, sales producing program from "mail to sale". The modern, up-to-the-minute aids we furnish are tested and proved for powerful selling force. Everything furnished to you without charge.

More Advertising

We help you develop sales potential through local advertising, direct mail, quality-lead programs. This is not a sporadic, hit or miss effort but a consistent, result-getting plan paid for by L.I.C.A.

More Contracts

10 pay Life • 20 pay Life • 30 pay Life • Life paid at 65 • modified Life • whole Life • preferred Life • double protection • 5 types of endowment • 2 types of retirement • 9 juvenile plans • mortgage policy • convertible term • accident and health • Hospitalization.

More Assistance

We have an outstanding Assistance plan — affords you unlimited earning possibilities. We give you the backing and wholehearted support for positive success.

More Money For You

This is truly a "ground floor" opportunity. L.I.C.A.'s vigorous program of agency building offers outstanding opportunities for both types of general agents — producing and organizing. Wonderful brokerage and surplus agreements! You can make money with L.I.C.A.

WRITE, WIRE OR PHONE COLLECT

Paul Reichart, Vice President in Charge of Sales

Life Insurance Company of America

Wilmington 99, Delaware • Telephone: OLYMPIA 4-2474

Oma Wins

CINCINNATI — The K strength tional cr third-pla 875 and four tea competit

Oma penses-P Woodme New Yo fy the su

Awar at a bam hotel fol cipal sp gren, p Howell, men's u competit monies

Luther 5 Year

Luthe a new sued in It is rem ble befo

Florida Insur

Centr Assn., v of abou in cent in Orla Septem sample est to sales s with th of the the me edge of and th the pul

Illino Mid-Y

Illin will ho board Pere M Peoria followi semina for No lunche

Two Asso

Jack tual Li Marin Life U preside Mutual Pruder ble So New

FRATERNALS

Omaha Comp of W.O.W. Wins in Ohio Contest

CINCINNATI—Omaha (Neb.) Seymour camp 16 won Woodmen of the World, Omaha, national degree team championship here, turning back a bid for a fourth straight title by Kannapolis (N.C.) camp 302.

The Kannapolis team, favored on the strength of its three consecutive national crowns, finished second ahead of third-place Knoxville (Tenn.) camp 875 and Roanoke (Va.) camp 66. All four teams qualified through district competition.

Omaha's victory earned an all-expenses-paid trip next summer to Woodmen's national convention at New York City, where it will exemplify the society's ritualistic work.

Awards were presented to the teams at a banquet in the Netherland Hilton hotel following the competition. Principal speaker was Howard M. Lundgren, president of Woodmen. E. E. Howell, commanding general of Woodmen's uniform rank, supervised the competition and was master of ceremonies at the banquet.

Lutheran Mutual Writing 5 Year Renewable Term

Lutheran Mutual Life has designed a new five year renewable term, issued in minimum amounts of \$10,000. It is renewable to age 60 and convertible before age 60.

ASSOCIATIONS

Florida Agents to Study Insurance Publications

Central Florida Life Underwriters Assn., which consists of a membership of about 250 persons from four counties in central Florida, will meet Sept. 27 in Orlando. As part of the association's September program, it plans to display sample copies of publications of interest to life agents, A&S agents and to sales supervisory persons associated with the A&S business. The objectives of the display is to encourage more of the members to improve their knowledge of insurance activities and trends and thereby improve their service to the public.

Illinois Life Agents Slate Mid-Year Meeting Nov. 9

Illinois Assn. of Life Underwriters will hold its mid-year meeting and fall board meeting Friday, Nov. 9, at Hotel Pere Marquette, Peoria. The annual Peoria sales congress will be held the following day, Nov. 10. It is an all-day seminar and congress. Also scheduled for Nov. 9 is the annual meeting and luncheon of Illinois Round Table.

Two West Coast Life Associations Elect Officers

Jack S. Younger, New England Mutual Life, has been elected president of Marin county branch of San Francisco Life Underwriters Assn. Two new vice-presidents are Robert W. Nelson, Penn Mutual Life, and Daniel F. Huddleson, Prudential. Clifford W. Lund, Equitable Society, is secretary.

Newly elected officers of the So-

noma county branch are Thomas J. Farrell, Lincoln National Life, president; William E. Horn, Business Men's Assurance, vice-president, and E. Larr Peele Jr., Prudential, secretary-treasurer.

San Francisco Agents Start Season

San Francisco Life Underwriters Assn. will hold its first meeting of the season Sept. 20. Forest J. Curry, San Francisco general agent for Penn Mutual Life, will discuss "The Formula for Success We All Seek."

550 Occidental Agents to Attend Fall Meetings

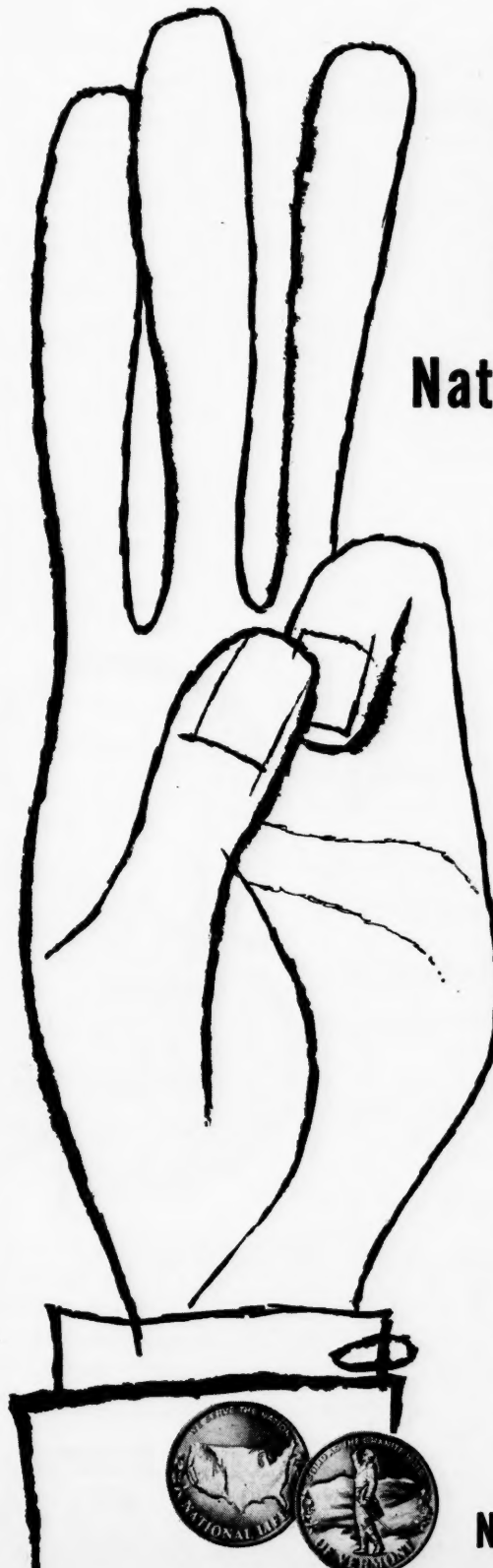
More than 550 Occidental Life of California agents have qualified for the company's three sales conventions slated this fall in Quebec, Can.; Detroit, Mich., and Coronado, Cal. This represents a 17% increase over the company's 1955 attendance at similar meetings.

More than 200 have qualified for the Elite Top Club which convenes Sept. 23-26 at Chateau Frontenac, Quebec. Occidental's eastern regional meeting

of the Los Conquistadores Production Club will get together at Detroit Sept. 30-Oct. 3, while western qualifiers are scheduled to attend the regional sessions in Coronado Oct. 21-24.

Seattle Life Managers Assn. will hold its first meeting of the season Sept. 17 at the Washington Athletic Club. Ken Hawkes, Mutual Life of New York, Seattle, will speak.

Equitable Society made 84 home mortgage loans totaling \$854,000 in Oregon during the first six months of 1956.



3 important announcements from National Life of Vermont

1. Across the board reductions in Ordinary and G.P.L. premiums.
2. Minimum issue limit of \$2000 on most plans.
3. New \$15,000 minimum issue policy for business and professional situations.*

National Life's new Ordinary Life rates, and Graded Premium Life rates after the fifth year, are about 9% lower.

National Life's new \$15,000 minimum issue policy is especially designed for business and professional markets.

Premiums for this new policy are identical with Ordinary Life rates. Special features of the new plan — a life paid up at 95 male contract (98 for females) — include high early cash values, female rates† three years below male rates, and a change of plan clause permitting changes at any time to a higher premium plan with premiums payable for at least five more years after the exchange date and stipulating the basis of such change. The policy also guarantees use of settlement options for the benefit of corporations, key men and their beneficiaries.

The low premium rates, high early cash values and attractive dividend scale make the contract especially well adapted to business and professional needs, and ideally suited for key man, partnership and split-dollar proposals.

*As of September 1, 1956 this new plan has been approved by 46 states and the District of Columbia and is currently being reviewed by Massachusetts and Kansas.

†Not available for women in Texas, Maryland and New Jersey.

National Life Insurance Company
MONTPELIER • VERMONT
FOUNDED 1850 — SOLID AS THE GRANITE HILLS OF VERMONT

Issue Between SEC and Oakland Firm Is Technical and Does Not Involve Trust Fund

The contretemps between Insurance Securities Inc. of Oakland and Securities & Exchange Commission has served to focus attention on one of the largest and—to the insurance business—most interesting of mutual funds. The difference of opinion between SEC and Insurance Securities involves the technical interpretation

of the investment company act of 1940 with respect to whether certain stockholders of Insurance Securities can sell their stock in that corporation and at what price.

Insurance Securities is solely in the business of managing a trust, or mutual fund, which invests exclusively in the stocks of 74 fire, casualty and life in-

urance companies. The securities firm was organized 18 years ago and began the trust fund at that time. Today the fund has 59,000 individual trust agreements in force, with 12,500 new accounts established since Jan. 1. The agreements represent investments in the fund by more than 40,000 persons. The fund has assets of more than \$215 million, which is more than a 700% increase in value in five years, and it is the largest single shareholder in many of the country's most important insurers.

Insurance Securities, sponsor-manager of the fund, has only 14 stockholders, and the question raised by SEC is whether these individual stockholders can sell their personally owned stock for more than the physical asset value of that stock. In no way involved is the management of the fund nor its portfolio. Insurance Securities is not a part of the trust fund but a separate service corporation providing management and underwriting services to the fund. Its income and expenses are entirely separate from those of the fund.

At the request of SEC, Insurance Securities agreed to postpone the federal court proceedings on this technical issue until Nov. 2. This is the only issue. Injunction proceedings were withdrawn by SEC, and the business of the fund and its sponsor-manager, Insurance Securities, is being carried on as usual. One piece of business has been to create a board of five directors for the fund, to supervise its management. This was voted at the August meeting of investors in the fund, who cast a 98% plus vote in favor. Directors include Leland M. Kaiser, president of Insurance Securities. The investors also authorized enlargement of the list of eligible insurers in which funds may be invested.

Contrary to some published state-

ments that the SEC complaint charged Mr. Kaiser with "gross misconduct and abuse of trust," the SEC complaint did no such thing. In the SEC complaint, Mr. Kaiser was included only because he was listed as one of the individuals on the proxy statement entitled to vote the proxies for the management. The complaint did not accuse him, directly or indirectly, of any participation in the allegations made.

Abe P. Leach, who had headed Insurance Securities since its establishment, retired as president on his 83rd birthday July 27 and was elected chairman. At that time Mr. Kaiser, who had been vice-president, succeeded to the presidency. He had been senior partner in the investment banking firm of Kaiser & Co., and is widely known throughout the country in banking, insurance and industrial circles.

At the time he announced his retirement as president, Abe P. Leach indicated that he intended to sell the major part of his stock in Insurance Securities to other stockholders of the managing company. However, he also indicated that he was increasing substantially his individual investment in the trust fund.

As of June 30, the trust fund owned the following life company stocks:

Aetna Life, 52,425 shares; California-Western States Life 33,775; Connecticut General 15,490; Franklin Life 27,460; Jefferson Standard 5,500; Kansas City Life 1,270; Life of Virginia 5,030; Lincoln National 9,820; Monumental Life 5,454; Northwestern National Life 6,370; Southwestern Life 34,090; Travelers 95,160; West Coast Life 5,804.

Indianapolis—Three women members of Indianapolis Life Underwriters Assn. have obtained life membership in the Women's Quarter Million Dollar Round Table. They are Marion Hull, Mutual Benefit Life; Mary Hostetter, Massachusetts Mutual Life, and Helen V. Basch, New York Life.

HIGH LIMIT?

Why sure, there's practically no limit to the versatility of Union Mutual sickness and accident policies. As proof we offer the newest addition to a long list—Our

MAJOR MEDICAL EXPENSE POLICY

It's designed to ease your clients down smoothly when serious accident or illness strikes.

Here's what it offers them:

1. 80% payment of medical expenses above \$500.
2. Payment of medical bills for any one condition for as long as two years or until within the two-year period a total of \$7,500 has been paid.
3. Protection of ownership—The company cannot cancel, refuse to renew, or add a restrictive rider to the contract prior to its termination at age 65.
4. Protection of premium rate—The company cannot increase the premium rate unless it becomes necessary to make a general rate increase for all insureds in the classification concerned.
5. Coverage available several ways—Man alone, woman alone, family (including husband, wife and children, if any, or one parent and children).



Here's what it covers

1. Medical treatment
2. Surgical treatment
3. Prescribed medicines or medical supplies
4. Hospital room and board
5. Hospital services and supplies
6. Full-time private duty nurse or nurses

Underwritten by

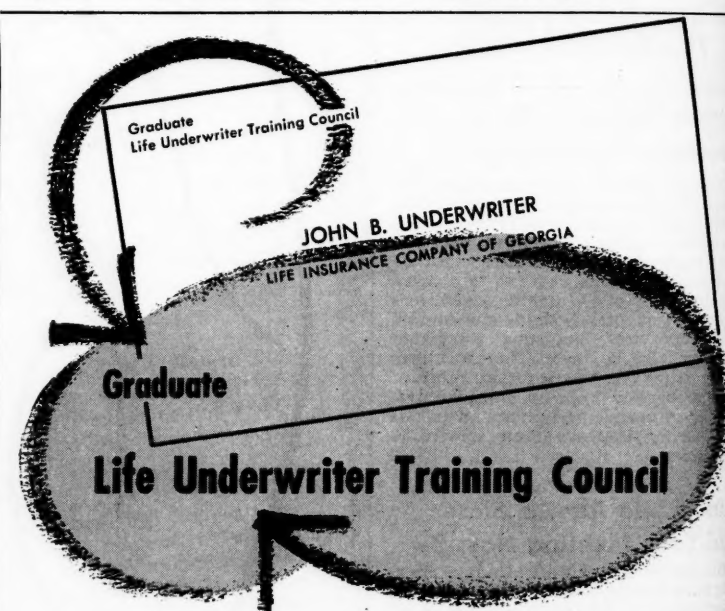


UNION MUTUAL LIFE INSURANCE COMPANY
OF PORTLAND, MAINE
Canadian Head Office—Montreal, P.Q.

America's Eighth Oldest Life Insurance Company.

Rolland E. Irish, President • John R. Carnochan, Vice President in Charge of Agencies

LIFE UNDERWRITERS SINCE 1848



LIFE OF GEORGIA men are enthusiastic about LUTC. They're enrolling in record numbers. Last term 274 completed either Part I or Part II of the course. We now have 170 Graduates in our agency force, and 836 who have finished one or both parts.



MORE THAN A BILLION AND A QUARTER DOLLARS LIFE INSURANCE IN FORCE

Dodson Views Inflation as Threat to Insurance; Tells Ways to Curb It

The only possible threat to an upward trend in the life business is inflation, M. Rey Dodson, Ohio National Life president, said this week at his company's biennial convention in Banff, Alberta. He then went on to enumerate some "potent weapons" for warding off "creeping inflation." Competition, he said, is probably the greatest single counter-balance which can be placed against the inflationary scale. Another curb to inflation, he said, lies in the efforts of the federal reserve system to preserve the value of the dollar. Mr. Dodson also suggested the teaching of thrift by the "great body of life agents in this country" as another way to curb inflation.



M. Rey Dodson

above the industry as a whole. This, he said, coupled with an extremely low lapse rate has increased insurance in force 40% above that for the same period last year. He said company growth will necessitate earlier construction of a new home office building for which actual plans will be drawn in the near future. The building will be located a few blocks from the present headquarters in Cincinnati. He said the company soon will announce a plan for paying premiums by pre-authorized checks, a measure that will reduce premiums substantially because of savings in billing costs and improved persistency.

Paul E. Martin, actuarial vice-president, told the convention that the company will issue a new rate book Jan. 1, 1957, or shortly thereafter. He said the company has been working on a revision of all the company's forms, to become effective with the new rate book. "New type faces and general arrange-

ment of material will make the policies attractive and easy to read," he said. "We made a diligent effort to state the policy provisions in a simplified language which is understandable to the public. We have avoided use of stereotyped legal phrases when our legal department felt we could do so safely." The new policy eliminates the necessity for separate juvenile policy forms, reduces the number of different application forms, and will make it possible to eliminate many types of ownership and other endorsements. With the new form, it will no longer be necessary to return the policy to the home office for endorsement of a change of beneficiary.

Mr. Martin also announced that the company will offer a multiple protection rider which will provide term coverage for those who have a temporary additional insurance need that is not met properly by a reducing term rider.

Ohio National is also reducing its gross premium for its Econ-O-Life, a plan which is designed to compete for business in the larger amount class. "Our guaranteed premium class for Econ-On-Life will now be one of the lowest in the business for participating policies in its class" Mr. Martin said.

Rates for double indemnity also will be reduced.

Another home office speaker at the convention was George R. Grace, director of pension and group sales, who discussed "Introducing Group." Grant Westgate, agency vice-president, presided at the business meetings. Frank A. Johnson, director of agencies, presided at an afternoon meeting which included talks by the company's outstanding agents in four different fields of life insurance.

Okla. Credit Cover Ruling

Commissioner Hunt of Oklahoma has sent a notice to insurers requiring them as of Nov. 1 to advise persons receiving credit life or credit A&S insurance of their coverage and insurer and premium. All insured must receive either an individual policy, group certificate or other memorandum with a statement as to extent of coverage, name of insurer and amount of premium.

Mr. Hunt explained that many people buying credit insurance in connection with credit sales do not know what part of the charges are for insurance, some of them believing the premium is a large portion of the charge. Others do not know even that they have coverage or with what company.

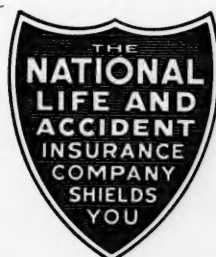
OUR AIMS ARE SIMPLE

We just aspire to be known as a
Company which is:

A good "citizen" and a good neighbor
in each community where we operate.

A good place to work with security
and opportunity.

A good place to buy Life Insurance.



THE
NATIONAL LIFE
AND ACCIDENT
INSURANCE COMPANY
HOME OFFICE - NASHVILLE, TENNESSEE

"One way in which our federal government may encourage thrift is to make a generous tax reduction available to those who practice it, Mr. Dodson said, explaining, "certainly if it is sound fiscal policy to encourage charitable donations by allowing special tax treatment, it is just as logical to reward those who save a fair share of their earnings, because they are the individuals fighting inflation most effectively. Not only does increased saving combat inflation directly and immediately, but it also lessens dependence upon government for old-age, disability and death benefits, thus lowering future tax burdens".

Mr. Dodson is not the only U.S. insurance leader to sound the warning bell in the past few days against inflation. Carrol M. Shanks, president of Prudential, on a recent visit to Minneapolis and Milwaukee told business leaders in those cities that inflation is the greatest possible threat to the economy today.

Mr. Dodson listed 10 factors which he thinks are among those contributing to the growth of life insurance. They are: (1) The extremely high birth rate now present in the United States; (2) The dwindling of under-privileged classes and resultant increment to the important middle classes; (3) A greater percentage of educated population and the rapid rise in college enrollment; (4) The large number of working women in industry; (5) The added emphasis on better management and the resultant increase in business needs for insurance; (6) The growth in home ownership; (7) The tremendous impact upon our economy of this country's federal highway program; (8) The growing interest in pensions and in their living benefits of our business; (9) The liberalization of underwriting standards to cover still broader markets, and (10) The more favorable government 'climate' toward our business.

Mr. Dodson also outlined the future of Ohio National Life in his talk before an attendance of 415, which included leading agents, their wives and members of the home office staff. He said the company's new business for the first seven months of 1956 was \$83 million, compared to \$67 million in the same period a year ago, a 24% improvement, which is substantially

Streamlined Packages Lead to Bigger Sales

(CONTINUED FROM PAGE 4)

tion to a life income for the wife beyond the family dependency period or

offer a base plan which will supplement his pension plan or social security plan at retirement age.

On the other hand I recall talking to a farmer age 44 who had four children, the baby, just born was his first

boy, and he was very proud of his new son. I approached him on the basis of life insurance for his son, a \$5,000 jumping juvenile plan. I found that this was what he wanted, but as I talked with him I discovered his real needs. His total estate was valued at about \$300,000 which consisted of farm lands, some stocks, and oil leases located near good oil producing fields. He was a progressive individual. The future looked bright for him. I could foresee many problems for his family in the future if he died too soon or if he lived and accumulated great wealth.

I fixed the problem of life on him as to his family's present needs, inheritance taxes, future needs, etc., and suggested a package streamlined to do, at least, a part of the job, immediately. The plan was an ordinary life for \$17,500, plus a 21 year decreasing term supplement policy for \$68,000, plus income disability protection of \$300 per month, all in one package. This, added to his present program of some \$28,000, solved the immediate problem and a part of the future problem. Additional coverage was placed on the family as follows: a comprehensive hospital and medical expense plan, plus \$20,000 additional life insurance for the wife, the jumping juvenile for \$5,000 on his son, the package plan I started my presentation with. The total annual premium combined was some \$2,000.

Then I recall having an appointment with three partners who were interested in business insurance. On the first interview, I placed over \$225,000, and by fixing the problem I was able to place on each of them and their immediate families some \$200,000 more, besides a group medical and life plan on the employees in the business. Total annual premium was approximately \$14,000.

One sale of a \$16 accident expense plan led to over a million dollars of business in one area as a follow through on referred leads from this one package sale for me.

It is our duty to our client to serve him well, as we may have to face his widow with the pay-off sooner than we think. Have we sold her and the children short, by offering only a simple package, which was easily written, which took little time, little money, a non-medical, and in the end a reduced commission to us and minimum protection for the widow.

Or shouldn't we spend a little more time fixing the problem of life and offer a streamlined package, one that will provide at least the basic needs of life, plus many extras for the wife, the children, loss of income due to disability and additional income for him if he lives to retirement. Then in the emergency we can again face our client and hand him a check to replace the income loss due to his recent disability, or hand to his widow and children the money needed to replace the money he would have earned had he lived.

Or we can with great pride tell him, if he lives, he has saved additional money which will provide the little extras he might need in addition to his social security or pension plan. This is a part of the great service we have rendered to our client, plus additional commissions to us, and above all we can feel that a job was well done.

Detroit Cashiers Elect Officers

Detroit Life Agency Cashiers Assn. held its annual election Sept. 13 at 12:30 pm in the Hotel Norton in Detroit.

Move to Integrate Claim Lawyers Into ABA Insurance Unit

Efforts to form a new section of the American Bar Assn., to be called the section on negligence, workmen's compensation and trial practice, received a setback at a recent annual meeting of the ABA at Dallas. Though sponsored by National Assn. of Claims Attorneys and recommended by the ABA board of governors, it became apparent that the proposal would be voted down in the house of delegates. Accordingly, the board asked that its recommendation be referred back to it.

At the same meeting, the insurance section of the ABA, on recommendation of its council, asked the house of delegates for permission to change the name of the insurance section to "section on insurance, negligence, and compensation law."

The same day the house of delegates referred both of these matters to the board of governors.

Christian Science Monitor Carries Article by Dawson

NEW YORK—The *Christian Science Monitor* recently carried on extensive article on Mutual of New York, under the by-line of Mutual's president, Louis W. Dawson.

Mr. Dawson traces the company's progress since 1942 and mentions as factors aggressive sales activities with consequent reduced unit cost; new types of contracts, including "special" policies; improved mortality due to better general health and improved selection methods; better yields from investments; expense controls, and the company's financial strength.

Mr. Dawson also details the ways in which life company investments aid the economy.

MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES Management Consultants To Insurance Companies

Established 1945
220-02 Hempstead Avenue
Queens Village 29, N. Y.

BOWLES, ANDREWS & TOWNE ACTUARIES

Insurance Company
Management Consultants
RICHMOND ATLANTA NEW YORK

INSURANCE STOCK SPECIALISTS

Wood, Struthers & Co., Inc.

Established 1905

J. William Middendorf
30 Wall St., New York 5, N. Y.
Telephone - WHitehall 3-7474

Service Guide

ACTUARIAL COMPUTING SERVICE, INC.

684 West Peachtree
Street, N. W., Atlanta 8,
Georgia, Telephone
Trinity 5-6727.



The
better to
serve...

Home Office Career Schools, since their inception in 1938, have had one primary purpose — the preparation of the field underwriter for the effective serving of prospects, policy-holders and the public at large.

The 45th Home Office Career School, to be held this month, is a continuation of the Company's objective to equip new field associates with this philosophy of career life underwriting to the end that they will be better able to serve.



Equitable

LIFE INSURANCE COMPANY OF IOWA

FOUNDED IN 1867 IN DES MOINES

IT'S EASY TO HAVE YOUR MONEY ON YOUR VESTED RENEWALS NOW

A General Agent or Agent can easily have from \$2,000 to \$100,000...in a lump sum...at low bank interest rates...on his vested renewals through our exclusive, dignified, confidential service...

- For additional working capital • For business expansion
 - To pay off indebtedness...protect your credit
 - For personal needs...home purchase, home remodeling, etc.
- For complete, confidential information on this exclusive service, please call or write...

RENEWAL GUARANTY CORPORATION

626 Guaranty Bank Bldg. • Tabor 5-2254 • Denver 2, Colo.
Member: National Assn. of Life Underwriters

WEST COAST BRANCH:
8901 Sunset Blvd. • BRadshaw 2-2860 • Los Angeles 46, Calif.

ST. LOUIS BRANCH:
3337 So. Kingshighway Blvd. • VErnon 2-2640 • St. Louis 9, Mo.

WICHITA BRANCH:
212 No. Broadway • AMherst 2-0572 • Wichita, Kansas



**LOOK
WHAT
YOU
GET
AT**

The OLD LINE LIFE
INSURANCE COMPANY OF AMERICA
HOME OFFICE: MILWAUKEE

- Top Commission Contracts
- Life Time Renewals
- Financial Assistance at the General Agent Level
- Agent Group and Pension Plans
- Educational Training Assistance
- Salary Plan for Career Agents
- Competitive Policies (Par & Non-Par)
- Modern Term Policies and Riders
- Special Limited Pay & Life Policies \$10,000 — \$25,000 — \$50,000 and \$100,000 Minimum Policies
- Outstanding A & S Policies
- Sub-Standard 500% Mortality Any Size Policy

Now's the Time to Move Ahead with Us

We're a fast-growing company at Old Line Life... headed by aggressive, experienced men... and we have tremendous opportunities for qualified agents who can move right up with us. You'll find our company background, our policies, and our agency contracts give you everything you want for modern, competitive selling... get full details now!

WRITE TODAY!

F. D. Gynn, VP and Director of Agencies,
The Old Line Life Insurance Co. of America,
Milwaukee 1, Wisconsin. Dept. N-9

The OLD LINE LIFE
INSURANCE COMPANY OF AMERICA
HOME OFFICE: MILWAUKEE

LIFE • SICKNESS • ACCIDENT • HOSPITAL

**BANK LOANS
ON VESTED
RENEWALS**

THREE OR FOUR
YEAR REPAYMENT

**UNDERWRITERS CREDIT &
GUARANTY CORPORATION**

340 Pine Street, San Francisco 4, California
Southern California & Arizona Branch Office
9935 Santa Monica Blvd., Beverly Hills, Calif.

SEC Stops Proposed Stock Sale to Finance New Texas Insurer

WASHINGTON—Securities & Exchange Commission issued a stop order suspending effectiveness of registration statement filed by American Republic Investors, Inc., Dallas, because it found the statement misleading and deficient on several counts.

Registrant proposed offering 800,000 shares common stock at \$10, net proceeds of which, estimated at \$6,375,000, were to be invested 60% in stock of subsidiary American Old Line Life, licensed in Texas, and 40% in stocks of other life companies.

SEC said the registration statement failed to disclose the order in which proceeds were to be allocated between investment in the subsidiary and investment in portfolio securities.

Description of registrant's business was found "grossly misleading." In this connection, SEC said the registration statement said "the primary purpose of the registrant was to offer its stockholders an opportunity to become 'charter members' of the subsidiary, a new legal reserve life company, and that its secondary purpose was to seek capital gains and dividends through long-term appreciation in common stocks of old line legal reserve life companies."

"The term 'charter members' was not explained, and its significance, if any, not indicated," SEC's summary of its order continued. "Some of the securities then held by the registrant were not stocks of insurance companies; at least eight of the 11 companies whose securities were held had been recently incorporated; with one possible exception, none had ever paid a cash dividend, and there was no readily available market for any of the securities."

"Moreover, the inclusion in the registration statement of information concerning the growth and profits of 20 outstanding life insurance companies and a comparison between the capital gains and dividends paid on certain selected 'blue chip' industrial stocks and certain selected life companies was considered 'extremely misleading' by the commission. The registrant also failed to include any statement regarding the competitive conditions of the life insurance industry in Texas, which was 'highly material' in view of the fact that approximately 280 legal reserve life insurance companies have been chartered in Texas in the last five years."

After the SEC hearing held in this case the registrant filed amendments to its statement showing alterations in assets, liabilities, capitalization and plans for its offering. The Commission declined to consider these amendments in lieu of a stop order. The agency said the proposed stock offering was "potentially hazardous" for investors.

American Republic's prospectus named A. J. Humphreys, R. E. Bowling and H. W. McCracken as officers and principal promoters. The commission said when its statement was filed the registrant "already had" acquired securities of 11 companies, all from insiders; that no investigation of the financial condition of the various companies was made; the securities had no market value and the value ascribed to them was essentially arbitrary."

BIG UMBRELLA, SMALL OUTLAY

When buyers want—for whatever reason—the largest amount of immediate life insurance protection they can get for the smallest possible outlay, they continue to turn to Occidental's Income Protection policy or rider.

Decreasing Term for any period of 10 to 50 years, with or without a basic policy, and payable as income or single sum, this plan permits the buyer to raise a big, comforting umbrella over his family or business.

And while he may not now think so, we know his needs or wants may some day change. So Income Protection is convertible—to anniversary nearest age 65—for the FULL amount then at risk—without evidence of insurability.

Many widows already know the value of this "Women and Children First" plan.



HOME OFFICE: Los Angeles
W. B. STANNARD, Vice President

"One of the Best"

... a reputation earned by Central Life's devotion to progress, consistent with Safety, Service and Quality through six decades... a reputation maintained by progressive leadership.



Insurance in Force over \$440 Million
Assets over \$140 Million

Central Life ASSURANCE COMPANY

HOME OFFICE DES MOINES, IA.

EDITORIAL COMMENT

The FTC Should Cease and Desist

We hereby order the Federal Trade Commission to cease and desist from charging that any of the 41 A&S insurers against which it has filed complaints used "small print" in their policies. We have no authority to enforce such an order, of course, but this is apparently the season for issuing orders without authority and somebody should take the responsibility for making a big fuss about the FTC's recent "small print" boner in the case of North American Accident, so that there will be no recurrence of such errors.

The FTC has openly confessed that it was wrong in referring to the "small print" in announcing an examiner's initial decision on the FTC's action against North American Accident. But it is not enough that FTC has said it was wrong and presumably will not repeat the error. There may be other examiners, other commissioners and other news-release writers who will not feel bound by the confession of error just announced. What assurance have we that the use of "small print" will not be resurrected at some future time? There must be a solemn, binding agreement by which the FTC agrees never to mention "small type" unless smallness of type is really a point at issue.

Such a suggestion is fantastic, of course, but is it any more far-fetched than the FTC's working hypothesis—which is that companies which have abandoned a certain form of advertising may revert to it in the future if they don't agree not to? After all, which company is the more likely to use a certain type of advertising—one that has been set upon by the FTC for using it, or one that has never used it and has only a dim and indirect notion of what kind of trouble it might get into for using it?

It would make more sense to issue cease and desist orders to insurers that have never employed the kind of advertising copy the FTC disapproves of. It would make still more sense to issue such orders to insurers that have not even gone into the A&S business, because they would be the least likely to be familiar with what the FTC had disapproved of. Actually, of course, that is just about what the FTC has done by promulgating its A&S merchandising code.

Since that is so, the natural question is: Why are FTC examiners grubbing around with advertisements long since abandoned, that no insurer

would be likely to touch with a 10-foot pole? We are reminded of an ancient cartoon in which a policeman is beating up an innocent citizen and explaining, "It ain't dat I hate youse. It's just dat I gotta show my aut'ority over youse."

PERSONALS

William P. Worthington, president of Home Life of New York, has been appointed life insurance chairman for the New York State Citizens Committee for Public Schools, a non-profit organization formed in 1952 to promote better schools for all children of the state.

Henry E. North, vice-president of Metropolitan Life in charge of the Pacific coast office, has been appointed board chairman of Saints & Sinners, San Francisco charitable organization of business men which each year raises several hundred thousand dollars to buy milk for the city's school children.

B. William Steinberg, general agent of Massachusetts Mutual in Jamaica, N.Y., for the fourth year will serve as instructor of the 2-semester estate planning course conducted by School of Insurance of New York Insurance Society.

John Finelli, 3rd vice-president of Metropolitan Life, will speak at the annual conference on records management to be held Sept. 13-14 by National Records Management Council and New York university's graduate school of business administration at NYU's Vanderbilt hall.

DEATHS

WILLIAM G. CURTIS, 90, retired president of National Casualty and for many years one of the most influential men in A&S trade organization work, died at Detroit. He was a founder of National Casualty and its president for 42 years.

Organized in 1894 as National Protective Society, National Casualty assumed its present name in 1904 through a merger with North American Accident and New York Casualty, of which Mr. Curtis was president and general manager. He was elected vice-president of the new company at the time of the merger and in 1909 became president. He retired in 1951.

In his most active days, Mr. Curtis

was one of the best known men in the A&S business. He was one of the founders of the old Detroit Conference, from which was developed H&A Underwriters Conference, one of the predecessors of the new Health Insurance Assn. of America. When H&A Underwriters Conference was dissolved in April of 1956, Mr. Curtis was one of the guests of honor at a dinner in Chicago and tribute was paid him for the leading part he had played. Although he was never president, he exercised an influence in the activities of the conference for many years. For example, Mr. Curtis was responsible for bringing the late Harold Gordon into the conference, and it was Mr. Gordon who welded the organization into a potent trade association.

When a number of social insurance bills were introduced throughout the country in 1916, Mr. Curtis was one of the organizers of Insurance Economics Society of America and he took to the stump himself to call attention to the dangers of the legislation. The Economics Society died out after the dangers passed, but then in 1937 the federal government took an interest in social security bills and Mr. Curtis led the reactivation of the society and was one of its leaders and a member of the executive committee for the next 12 years.

When Detroit A&H Managers Club was organized in 1928, Mr. Curtis provided the group the space of the home office for meetings and he assisted in the club's progress.

This was one of the original units that later became International Assn. of A&H Underwriters.

FREDERICK A. G. MERRILL, 84, general agent of State Mutual in Buffalo from 1903 to 1938 when he became general agent emeritus, died. He entered the business with Penn Mutual at Cleveland in 1890 and joined State Mutual as supervisor in 1901. He was past president of New York State and Buffalo Assns. of Life Underwriters and a founder and past president of Buffalo Life Managers Assn.

HARRY C. KREHBIEL, 56, manager at Portland, Ore., for Provident Life of North Dakota, died unexpectedly in a Portland hospital. He joined Provident in 1942 as western superintendent of agencies and was named manager at Portland the following year. Mr. Krehbiel is a past president of Portland Life Managers Assn. He was the first LUTC instructor in Oregon, and in 1952 addressed the LIAMA meeting at Chicago. He was selected twice as man of the year by his company.

JOHN F. X. FINN, 55, former dean of Fordham university law school and a strong advocate of tax relief for life companies, died of a heart attack in his hotel room at Albany. His address at the recent annual meeting of the insurance section of the American Bar Assn. was reported almost in its entirety in THE NATIONAL UNDERWRITER for Aug. 31. Mr. Finn resigned as dean

of the Fordham law school Sept. 1 to become coordinator for the new Fordham law development center. He was a summa cum laude graduate of the school and was a partner in the New York law firm of Lorenz, Finn & Giardino.

D. C. Assn. Runs 2nd in Per Capita Gifts to NALU Building Fund

District of Columbia Assn. of Life Underwriters has achieved the highest per capita participation in the continental U. S. in the new building fund campaign for National Assn. of Life Underwriters, with a total of \$8,500 paid or pledged by 150 members.

Although the D. C. association's tally of 545 members is only a fraction of most states' total membership, the district ranks 10th in the nation in total contributions and second only to Hawaii in per capita donations. D. C.'s average is \$13.10 per donor, while Hawaii's is \$14.20. The district also has 78 charter builder donations of \$100 or more, exceeded only by Texas and California.

The northern Virginia association has registered a per capita average of \$12.93, with one out of every four members paid or pledged, including 13 charter builders. The association's membership is at a record 105.

44 Companies to Give Dinners at NALU Meet

Forty-four companies will give dinners or receptions for their field forces on "company dinner evening" Sept. 27 during the annual convention of National Assn. of Life Underwriters Sept. 23-28 in Washington. The number of companies holding these hospitality affairs has been equalled only once before, at the 1953 convention in Cleveland.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, Sept. 11, 1954

	Previous	Current
Week's Bid	Week's Bid	Week's Bid
Aetna Life	181	173
Beneficial Standard	35	17 1/2
Cal.-Western States	87	87
Colonial Life	105	103
Columbian National	88	85
Commonwealth Life	21 1/2	21 1/2
Connecticut General	260	248
Continental Assurance	136	133
Franklin Life	83	82
Great Southern Life	82	78
Gulf Life	31	30 1/2
Jefferson Standard	126	126
Kansas City Life	1350	1330
Life & Casualty	38 1/2	39
Life Insurance Investors	14 1/2	14 1/2
Lincoln National	225	218
Missouri	22	21 1/2
National L.A.	95	94
North American, Ill.	22	22
N.W. National Life	78	75
Ohio State Life	215	215
Old Line Life	63	63
Southland Life	95	96
Southwestern Life	105	96
Travelers	71	68 1/2
United, Ill.	24 1/2	24 1/2
U.S. Life	31	29 1/2
West Coast Life	47	48
Wisconsin National	55	53

*Ex stock dividend

THE NATIONAL UNDERWRITER

—Life Insurance Edition
EDITORIAL OFFICE:
99 John St., New York 38, N. Y.
Executive Editor: Robert B. Mitchell.
Assistant Editors: John B. Lawrence, Jr.
and Eloise West.

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Murray 8-1634. Fred Baker, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. R. J. Wiegman, Resident Manager.

CHICAGO EDITORIAL OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
Associate Editors: Charles C. Clarke and John C. Burridge.
Assistant Editors: Richard J. Donahue and Charles L. Manning.
Copy Editor: William L. Finnerty.

CINCINNATI 2, OHIO—420 E. Fourth Street, Bldg., Tel. Victor 2-2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—502 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Manager for Indiana and Michigan.

ADVERTISING OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
Telephone Wabash 2-2157.
Advertising Manager: Raymond J. O'Brien.
SUBSCRIPTION OFFICE:
420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

KANSAS CITY 8, MO.—605 Columbia Bank Bldg., Tel. Victor 2-9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-2658. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. J.—10 Commerce Ct., Tel. Mitchell 2-1306. John F. McCormick, Resident Manager.

OFFICERS:
Howard J. Burridge, President.
Louis H. Martin, Vice-President.
Joseph H. Head, Secretary.
John Z. Horschede, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Fred L. White, Resident Manager.

PHILADELPHIA 9, PA.—1027 S. Broad St., Room 1127, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Exbrook 2-3054. A. J. Wheeler, Pacific Coast Manager.

Premature Fire in Arson Plot Is Held To Be 'Accidental'

Illinois court of appeals has ruled that when gasoline used in an arson plot was ignited accidentally and burned insured to death, the fire and not the act of arson was the proximate cause of death, thus making the insurer liable for payment under an accident policy. [2CCH(Life, H&A)931].

Judge Reynolds delivered the majority opinion, reversing Macon county court's judgment in favor of John Hancock, defendant in a suit brought by Bertha and Charles Taylor.

John Hancock had issued a group policy to Chambers, Bering, Quinlan Co. of Decatur, Ill., to cover its employees, one of whom was Frank Owen, who was insured for \$2,000 in event of accidental death and who had named Bertha Taylor as beneficiary. Owen, according to facts stipulated in the case had plotted with two other men to burn the Decatur home owned by one of them to collect insurance money. After the trio poured gasoline throughout the house, Owen reentered to take some bedspreads. While he was inside the gasoline caught fire and he was burned to death.

The question before the court of appeals, Judge Reynolds said, was whether Owen met death solely through accidental means, directly and independently of all other causes. All parties agreed that he had died as a result of bodily injuries sustained through external and violent means while an employee of Chambers, Bering, Quinlan Co.

John Hancock maintained that Owen was engaged in an illegal act and died through means which he designedly employed in committing arson. Therefore, his death was not "as a result of bodily injuries sustained solely through external, violent and accidental means, directly and independently of all other causes," as provided in the policy. The arson plot and subsequent fire should be considered a single occurrence, and Owen caused his death by his own actions, thus defeating recovery under the policy.

The plaintiffs contended that the policy was not defeated by Owen's engagement in an illegal act. They argued that the fire was the sole and proximate cause of death and that the conditions which created the fire, namely the spreading of gasoline, were not the immediate cause of death. They said the fire itself, which apparently was started accidentally, was an accident and therefore made John Hancock liable for payment.

Judge Reynolds held that the fire

was the proximate cause of death. The plot to burn the house, the carrying in and spreading of gasoline created the conditions, but the fire was an accident because it happened before Owen and his fellow arsonists intended it to occur. The fire was not the rational and probable consequences of the intended act of arson, but was another result, unintentional and unintended, since it was prematurely ignited.

Judge Hibbs, dissenting, said Owen's death resulted solely from the fire and explosion of the gasoline which he spread and feloniously intended should be ignited to destroy the house, and which was ignited and did destroy it. Although Owen did not intend to cause his own death, his act of entering the dwelling before the gasoline was ignited was so inseparably connected with the arson conspiracy in conduct and timing that there should be no occasion for the discussion of proximate cause.

Milwaukee Shopping Center Gets \$10 Million Pru Loan

Prudential has extended a \$10 million mortgage loan to complete financing of Mayfair shopping center near Milwaukee. The loan was made to Froedtert-Mayfair Inc., which will build and operate a big shopping center on highway 100 and West North avenue in Wauwatosa, a Milwaukee suburb. Completion of the center, on which work has already started, is expected by the spring of 1958.

Carroll M. Shanks, Prudential president, announced the loan at a press conference in Milwaukee. He also told Milwaukeeans that the government's monetary and credit restraints have done a good job, but that he still considers inflation as the greatest possible threat to our economy today. If it hadn't been for our monetary and credit restraints, this country would have boomed itself into a bust in 1955, he said. "You can't go on spending, expanding beyond the savings of the country, increasing wages without increasing productivity, without getting inflation," he declared.

Mr. Shanks also visited Minneapolis where he repeated his warning about inflation and also inspected a shopping center there which Prudential financed in the amount of \$8,010,000.

Mr. Shanks, however, told Minneapolis business leaders he can see only good business conditions ahead despite a threat of inflation. He predicted that the coming national election will have little or no effect on the nation's economy.



Joseph E. Boettner, executive vice-president of Philadelphia Life, is shown presenting to William M. Sickler, 96, Woodstown, N.J., a check for a 20-payment life policy which matured recently. The policy was issued to Mr. Sickler in 1906, the company's first year in business. This was the first time the company paid the value of a matured policy to a policyholder reaching age 96.

International Claim Assn. Sets Agenda for Meeting Sept. 17-19

The program has been arranged for the annual meeting of International Claim Assn. Sept. 17-19 at Hotel Chamberlin, Old Point Comfort, Va. A record attendance of 500 is expected.

The general meeting will be opened the morning of Sept. 17 by the chairman of the executive committee, Lee Wilks of Lincoln National Life. Commissioner Parker of Virginia will extend the welcome, and the president of the association, Edwin Linthicum Jr. of Travelers, will speak.

J. Doyle DeWitt, president of Travelers, will speak on "Meeting the Challenge of a Changing Economy." Owen Rall, Chicago attorney, will speak on the topic, "Putting Your Best Foot Forward in the Defense of Insurance Cases."

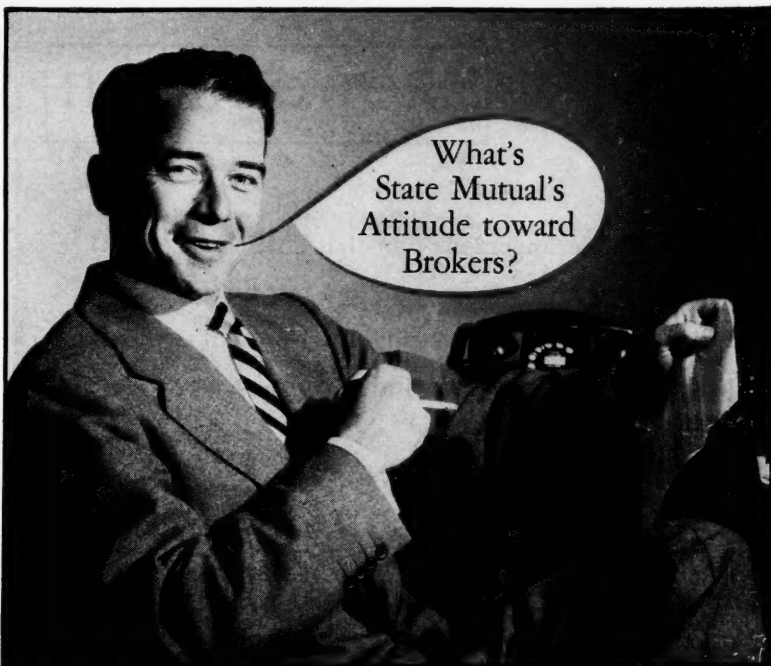
Following reports by officers and committee chairman the morning of Sept. 18, George F. Monks, New York Life, will conduct an A&S seminar. In the afternoon, Carl V. Lindstrom, John Hancock, will be chairman of a life

seminar panel, and Edmund W. Sours, Aetna Life, will lead a group seminar panel.

Robert R. Neal, general manager of Health Insurance Assn. of America, will address the Sept. 19 morning session on "The Widening Scope of Health Insurance." Dr. Elmer Hess, Erie, Pa., immediate past president of American Medical Assn., will speak on "Integrity and Understanding." A business meeting and election of officers will follow.

North American, Chicago, Sets New Sales Record

In honor of their board chairman, Paul McNamara, North American agents in August produced the largest month's business ever with a volume in excess of \$6.5 million. Total production of the company for the first eight months of this year was \$43 million, compared with \$36,754,000 a year ago. The company's agency force is in the process of qualifying for attendance at the company's golden anniversary jubilee to be held in September, 1957, at the Edgewater Beach hotel, Chicago.



What's State Mutual's Attitude toward Brokers?

We like them—all of them, coast to coast and border to border. Last year Brokers seemed to like us, too, because they accounted for 21% of our new paid-for ordinary business and 32% of non-can sickness and accident annualized premiums.

Our general agents, managers and their assistants are all pledged to give brokers the fastest, most efficient service possible. So is our home office staff.

Commissions for brokers, which are fully vested even on sub-standard business, are competitive. Much of our sales material, including a newspaper advertising mat service, is available without cost. Thousands of general insurance men receive in addition to commission checks, semi-monthly mailings of current information on all phases of ordinary, group and non-can sickness and accident insurance. If you'd like to be included, just drop us a line.

STATE-MUTUAL-LIFE
Insurance Company
OF WORCESTER, MASSACHUSETTS

61 Complete LUTC A&S Course at Chicago

Out of 69 enrolled in the 1956 LUTC A&S training course in the Chicago area, 61 completed their course and recently were awarded completion certificates. The enrollment was divided into three classes which attended sessions once a week for 12 weeks in three different sections of Chicago. The classes were of a pioneer category since it was the first time that A&S LUTC training was made generally available in the Chicago area. Similar pioneer courses were held this year in other major cities throughout the U.S. The initial launching of the course in Chicago proved a success and the same course probably will be offered again in 1957. E. D. Tripple, vice-president for life, accident and group at the Rockwood Co., Chicago, was chairman for the 1956 course.

Mutual of Omaha Marks 21st Year in Canada

(CONTINUED FROM PAGE 3)

gathering at which the directors were introduced to a number of civic leaders and officials of the province of Ontario. Ten of the 14 directors were able to make the Canadian trip, and one of those absent, President W. A. Patterson of United Airlines, played a significant role nevertheless by providing the United executive airplane for transportation.

The management of Mutual Benefit attaches a good deal of importance to the fact that Dr. C. W. Mayo is a director. In introducing Dr. Mayo at the dinner for agents, Mr. Skutt said he feels the doctor's participation on the board is a signal accomplishment in manifesting the ideal of voluntary insurance. Dr. Mayo, Mr. Skutt added, took 2½ years to decide that participa-

tion in the management of the insurer was something in which he wanted to engage, but since making the decision, the doctor has become one of the most active of the directors.

Bob Considine, INS feature writer who broadcasts for Mutual of Omaha, introduced the directors at the formal dinner. Mr. Walton acted as master of ceremonies and introduced some of the guests, among whom were Donald Hunter of McLean-Hunter Publishing Co.; Robert Ray of Dominion Bank of Toronto; E. W. Reynolds of E. W. Reynolds Co. of Toronto; Dana Porter, minister of the Ontario treasury, and Superintendent Roy Whitehead of Ontario. The guests were told that Mutual of Omaha has an excess of \$6 million in Canadian investments, of which \$4.3

million are held in Canada. As a gesture of the faith in Canadian expansion, another \$100,000 was added to the portfolio during the Toronto visit.

The directors attending the meetings were E. S. Adams; Dr. N. L. Criss, medical director; Henry C. Karpf; William D. Lane; Dr. C. W. Mayo; E. T. Meredith of Meredith Publishing Co.; President V. J. Skutt; Carlton P. Swiler; Oscar M. Taylor, and J. LeRoy Welsh. Among the company officers were President Skutt; E. S. Adams, executive vice-president; F. A. Walton, in charge of Canadian operations; W. J. Maginn, secretary-comptroller; Dr. Criss; Philip E. Horan, vice-president-general counsel; H. C. Carden, vice-president in charge of advertising, and L. F. Hoebel, assistant treasurer.

The Canadian agents were given a breakfast at which the speaker was Sigurd Stottrup, general agent at Decatur, Ill., who discussed the impact of the individual agent in making a sale. He said hard work by itself is not enough, nor are any of the basic selling principles unless the agent incorporates his own creative thinking in the presentation.

A sales interview needs the flavor and dramatization of an agent, Mr. Skutt said, in which the agent stirs the emotions of the prospect through illustration, repetition of ideas and gimmicks.

One of the selling ideas that has been successful for him, Mr. Stottrup said, is to list the diseases incorporated in the agent's manual on a long roll of paper, such as adding machine tape. This is effective when a prospect has to be riddered for a certain ailment and says he will not take a policy if that condition isn't covered. If the long strip of diseases is then unrolled and the prospect sees that his condition is one of hundreds, he is likely to appreciate what he is getting.

Mr. Stottrup said he is opposed to the use of high pressure in a sale because neither the buyer nor agent likes to use it, as long as they know it is being used. However, he remarked, no sale can be made without using pressure, and the most effective manner is through the dramatic approach. Dramatics have to be used just a little more than the amount of the buyer's resistance, he observed.

About 98% of a sale is accomplished by the agent's personality and not by reason of the name of his company, sales aids, the policy, the premium or anything else, Mr. Stottrup declared. He said there are some men with an agency who have all of these advantages and make \$15,000 or more a year and others with the same advantages but lacking a sales personality and the use of dramatics who are nearly starving.

United Reinsured Business of 11 Insurers in Last Four Years, NAIC Exam Shows

A 90-page report of the examination of United of Chicago by Zones 2, 4 and 6 of NAIC has been filed. It covers the period Dec. 31, 1950, through Dec. 31, 1954, and of interest is the fact that during this time United reinsured all or part of the business of 11 companies, mostly southern.

Negotiations for the acquisition of other companies by United were handled through this period by Investors Finance & Thrift Corp., which has the same address as United. In the four years, United assumed \$14,229,070 in life reserves, received \$14,523,954 in assets, and paid \$4,844,330 in acquisition expense. The companies involved were Peoples Guarantee & Life of Greenville, S. C.; Safety Drivers of Phoenix; All States Life of Montgomery; North American Ins. Co. of Jackson, Miss.; Service Life & Health of Columbia, S. C.; Old South Life of Montgomery; Unity Mutual L. & A. of Los Angeles; Service Life & Health of Jackson; Consolidated of Nashville, Dixie Life & Health of Tampa; Capital Life of Columbia, S. C., and Commercial Benefit Life of Birmingham.

The report comments that: "Of note also in the reinsurance of some companies is the fact that as a result of the acquisition of control by Investors (Finance & Thrift Corp.) of the ceding companies during the reinsurance negotiations that some officers of United became officers of the ceding companies and participate in the decisions of both managements during the interim between the date the reinsurance is entered into and the effective settlement date ultimately reached."

The report goes on to say that the reinsurance files and records of United do not contain certified listings of the assets conveyed by the ceding companies to United, although certain of the reinsurance agreements stipulate that such listings should be furnished.

"The assets received and acquisition expenses relating to the various reinsurance agreements between United and other companies during the period under examination," the report adds, "reflected in the various schedules embodied in these comments on 'reinsurance treaties and business acquired' are the sums recorded in the company's books of account. A full analysis of disbursements allocated to acquisition expenses in connection with the reinsurance of business of other companies during the period under review, in order to trace funds disbursed to the ultimate recipient, in many instances is impossible, because most disbursements for acquisition expenses have been made to Investors Finance & Thrift Corp., an affiliate of United, and not directly to the companies which were reinsured."

Remarking that while the accounting system appears to be adequate for recording the financial and insurance transactions of the company, "the impact on the accounting system of assuming large insurance businesses through reinsurance from time to time, along with the absence of full financial details of such transactions to clearly record these transactions, resulted in abnormal amount of accounting entries originating in journal entries. As a result, the accounting records did not enable a ready verification of the company's annual statements. In some instances ledger accounts had not been properly closed and footed. In some instance, also, pencil journal entries had been made to the ledger control accounts at some year-ends. In general, considerable difficulty was encountered in the accounting phase of the examination. Difficulty was experienced by the examiners in obtaining records relating to investment assets of the company which had been acquired through reinsurance."

ANOTHER NEW SALESMAN

COLONIAL'S FACT-O-GRAPH

A simple, ingenious tool that enables an agent to elicit vital information in a fact-finding interview . . . provides the prospect with an x-ray of his financial picture and life insurance needs.



THE COLONIAL LIFE INSURANCE COMPANY OF AMERICA

HOME OFFICE • EAST ORANGE, NEW JERSEY

Richard B. Evans, President

Those Who Look Ahead See Colonial



HOT?

Is it caused by the weather or your burning desire to have an agency of your own? Many a man in our organization stopped fretting and found it easy to operate an independent agency in his home town. With our lucrative general agent's contract and the highly competitive Gold Standard and Golden Years policies backed by national advertising and sales promotion, you'll soon enjoy increased earnings. Write me for details.

Harry V. Wade, President

STANDARD LIFE INSURANCE CO. of IND.

INDIANAPOLIS, INDIANA

GENERAL AGENCIES OPEN IN Arizona • California • Delaware
Florida • Georgia • Illinois • Indiana • Kentucky • Louisiana
Maryland • Michigan • Missouri • New Mexico • Pennsylvania
Tennessee • Virginia • West Virginia

COMPANY & AGENCY CHANGES

New York Life

Robert P. Stieglitz has been promoted to assistant vice-president in charge of college relations. Mr. Stieglitz, executive assistant in the agency department since 1954, will join the personnel department where he will develop and expand the college relations program. He joined the company in 1931 at Champaign, Ill., becoming manager at Poughkeepsie, N.Y., in 1937, at Philadelphia in 1943 and at Columbus, O., in 1944. He was promoted to agency assistant and placed in charge of the agency department's recruiting program in 1950, becoming program director in 1952. He is a CLU.

Carroll S. Pierce has been promoted to assistant district supervisor of the Newark district group office. He joined the company in 1953 as group representative in Philadelphia.

Franklin Life



C. W. Forbush Jr.

C. W. Forbush Jr. has been appointed general agent in the greater Boston area. He will establish headquarters in Lexington, Mass. Mr. Forbush entered the life business three years ago with Mutual Life of New York and has a background of 15 years in sales work and as an instructor in psychology. He already has qualified for Franklin Life's "Sixty Club," by completing 93 sales during his first 60 days with the company.

Guardian Life



J. W. Norton

Farmers & Traders

Ray Howard, formerly with American United Life of Denver, has been named home office supervisor for Kansas. **Forbes Gibbs Jr.**, at Aetna Life's home office for nine years, has been named agency secretary. **Charles E. Yorke**, formerly in the agency department of Mutual Trust Life, has been named director of agency training.

CONNECTICUT GENERAL—**William T. Gathright Jr.** has been named a staff assistant in the field services division of the agency department. He joined the company in 1953 and has been at Richmond.

Prudential

Joseph Glymour, former training consultant in the Los Angeles regional home office, has been named manager of a district agency at Butte, Mont. His territory will include Butte, Anaconda, Billings, Great Falls, Helena, Kalispell, Livingston and Missoula. Staff managers of the new district are **Harold R. Clark Glen J. Johnson** and **Wayne L. Wade**. Mr. Glymour joined Prudential in 1948 at the East Los Angeles district, and two years later was named staff manager there.

Frank E. Nagler has been named district manager at Kearny, N.J., suc-

ceeding **Stanley G. Pultz**, who temporarily headed the district after the former manager, **Harold C. Oles**, was appointed manager at Ridgewood, N.J. Mr. Pultz is returning to his previous assignment as district manager at Hoboken, N.J. Mr. Nagler joined the company in 1934 at Hackensack, N.J., and was named staff manager in 1951.

Grover C. Cuthaus has been promoted from training consultant at the Chicago regional home office to manager of the Lakeview district at Chicago.

Robert H. Burr, also formerly a training consultant in the Chicago office, has been named manager of the northwestern Indianapolis district, replacing **Arthur M. Davis**, who becomes manager of the company's east side district at Indianapolis.

Another training consultant at the Chicago office who has been promoted and assigned to the field is **John H. Hamarstrom** who has been appointed manager at Richmond, Ind.

Continental Assurance

M. Dan Siler has been appointed general agent at Lansing, Mich. His territory includes Lansing and central Michigan area. Mr. Siler has been in insurance since 1952 as a personal producer and manager. He has served on several committees of the National Assn. of Life Underwriters.

Brodersen Bros. agency at Davenport, Ia., has been appointed general



R. L. Brodersen

agent for Continental Assurance. Principals in the agency, partners, and brothers are **Robert L.** and **Richard H. Brodersen**. Robert Brodersen has been in insurance since 1946. Richard entered the business in 1953. They specialize in business, group and pension trust life insurance.

Union Central Life

B. Stanley Gill Jr. has been appointed manager at Charleston, succeeding **William Toon**, who has been appointed assistant manager at Union Central's Cincinnati agency. Mr. Gill has achieved success as a life agent in Charleston during the past three years. The Charleston agency is in the Kanawha Valley building.

Mutual Benefit Life

Robert B. Howe and **Gordon Boyd** have been elected secretary and treasurer, respectively, and **John S. Clarkson** has been named director of per-

sonnel. Mr. Howe will head the personnel and general services division and continue to work on new building projects. He joined the farm investment division in 1931 and was appointed supervisor in 1942, specializing in farm loans in the midwest. He was named assistant treasurer and associate manager of the farm investment department two years later, and was elected 2nd vice-president in 1950. He has been treasurer since 1954. Mr. Boyd, who has been 2nd vice-president and associate manager of the securities investment department since 1954, will administer banking functions and the cashier's department and will continue as associate manager of the securities investment department. He joined the bond department as an industrial analyst in 1946 and was named assistant treasurer in 1952. Mr. Clarkson, in directing the personnel department, will assume some of the duties of **Albert N. Webster**, 2nd vice-president and secretary, who has resigned to take the post of senior counselor with Industrial Relations Counselors Service, Inc., New York. Mr. Clarkson, with the company since 1930, was in the filing and underwriting departments before entering the personnel department in 1946. He was named director of personnel training in 1952 and has been manager of the personnel department since 1955.

RECORDS

GUARANTEE MUTUAL LIFE—August sales were the best ever for both the life and A&S business, with life sales up 29.9% and commercial A&S sales up 58.5% over August last year. August marked the eighth consecutive month this year in which sales registered an outstanding gain. Business volume for the first eight months of this year was up 21.3% for life and 37.2% for commercial A&S.

The leading agency for August was the Leonard & Son agency of Tulsa, which produced the highest volume for a month ever recorded by the company. R. E. Sauder of Grabill, Ind., a member of the Clevenger agency of Fort Wayne, was the leading agent.

SOUTHLAND LIFE—New business during August totaled \$28,432,089, a record and tribute to board chairman John W. Carpenter, president Dan C. Williams, and executive vice-president Ben H. Carpenter. This traditional sales event is known as Leaders' Month campaign. The company's in force figure is now more than \$1,058,638,000, with assets in excess of \$191 million. Southland Life reached the \$1 billion

Our Newest Professional Coverage . . .

BUSINESS EXPENSE DISABILITY INSURANCE



Doctors, lawyers, dentists, architects, accountants and other professional people desire Business Expense Disability Insurance. Premiums can be tax-deductible as a necessary business expense.

Add this important coverage to your portfolio now. Write today for complete details.

American Casualty

COMPANY
READING • PENNSYLVANIA

Our outstanding facilities in the Accident and Health field include Individual, Group, Special Risks, Specified Disease, Group Travel and Tripmaster.

mark last December and celebrated the achievement by breaking ground for the company's \$25 million Southland Center development.

KANSAS CITY LIFE—The greatest single day's receipts ever were recorded by Kansas City Life Aug. 31 when \$8,930,524 of business was submitted. That day's business brought the August total to \$40,978,579. August was a special campaign month honoring the 60th birthday of President W. E. Bixby. The number of applications totaled 5,255, written by 896 agents in 39 states and district of Columbia. The Missouri-State agency led for the month with a volume of \$4,887,438. Second was the L. C. Mersfelder agency of Oklahoma, with \$3,454,260.

STANDARD OF OREGON—The company has passed the \$300 million of insurance in force mark. The new record comes, significantly, during the company's celebration of its 50th year. The company passed the \$100 million mark in 1946, in its 40th year. Only eight years later, in 1954, the \$200 million mark was topped. It went from \$200 million to \$300 million in just two years.

EQUITABLE SOCIETY—Ordinary sales in August amounted to \$124,-

051,963, a new record for August, and in the first eight months totaled \$1,063,868,895, up 11.4%. The 8-month total was greater than any full year except 1955 and '54.

GENERAL AMERICAN LIFE—July ordinary sales were \$10,101,979, up 68% over the same month last year and sales for the first seven months of 1956 were 50.2% over last year for a total of \$63,233,949. These substantial increases are attributed to: A 22% increase the number of life sales, a 20% increase in new full-time agents, and a steadily increasing average size policy. In A&S business at the end of July was up 51% over the first seven months of 1956.

EQUITABLE OF IOWA—August business amounted to \$12,914,270, bringing the total for the first eight months of this year to \$100,850,867. Insurance in force was increased to a record high of \$1,466,221,963. The Weidemann agency at San Francisco led all agencies.

Gordon E. Crosby Jr. agency of New England Life in Seattle sales in the first six months totaled \$4.5 million, up 38%, and was more than the volume for any full year prior to 1952. Mr. Crosby and six agents have qualified for the regional meeting at Rockton, Ill.

Steinberg agency of Massachusetts Mutual in Jamaica, N. Y., sold a record \$784,900 in August, the 40th consecutive record month.

NEWS OF LIFE POLICIES

Union Mutual Offers Two New A&S Policies; Revises Non-Can Line

Union Mutual Life has introduced major medical expense and business woman's income A&S policies; revised its non-can pioneer accident, independence 120, colonial 120, pioneer 12, 18, 24, 36, 60 and 120 and family hospital policies; and begun writing substandard non-can. A new non-can sales kit has been designed.

The major medical policy pays 80% of covered expenses up to \$7,500 within a 2-year period, after a \$500 deductible which may be accrued in any 90-day period. If two or more family members are injured in the same accident, the expenses of all may be combined under the policy and only one deductible will apply. The company cannot cancel, refuse to renew or add any restrictive riders prior to the contract's termination at age 65, or increase premiums unless a general increase is made for all policyholders in the classification.

The business woman's policy is non-cancellable and guaranteed renewable to age 65. Benefits are payable up to 12 months for total disability due to sickness. For total disability due to accident, benefits are payable for 12, 24, 60 months or lifetime, depending on the coverage selected. The policy offers optional benefits, no required house confinement, retroactive waiver of premium, incontestability, non-aggregate, 31-day grace period and no average earnings clause.

Continental Introducing New Juvenile Plan Policies at Agent Conventions

Continental Assurance is introducing a new juvenile policy to its agents at three regional conventions this fall. The first meeting was held at Montreal Sept. 9-12 for Canadian and New England men. The second meeting, for midwest and southern agents, will be held Sept. 30-Oct. 3 at Atlanta, and the third in San Antonio Oct. 3-6, for producers from the far west, Hawaii and Alaska.

The new juvenile policy is described as a 10-pay life plan with extraordinarily high cash values. The policy provides retirement funds that may be worth as much as five times the amount of the original premium invested. A new approach to the estate and gift tax situation is being introduced in connection with the new plan, which promises multiplied estate liquidity for prospects and added earnings for agents.

Continental also is introducing a new programming kit. The company said the new approach was made necessary by changes in the federal income tax and social security laws.

Howard C. Reeder, president, is addressing qualifiers at all three conventions. His subject is "A Challenge—An Opportunity." Other home office executives addressing the conventions are Robert Hammor, vice-president and director of agencies; David Scott, vice-president and actuary; Dr. Clifton Reeder, vice-president and medical director, and Paul Rinker, vice-president group department.

State Mutual Offers Monthly Premium A&S

State Mutual will offer optional monthly premium payments on its entire non-can A&S portfolio. Present policyholders may switch to the new basis. Minimum monthly payment is \$7.50 for a single policy and \$10 for a combination disability and hospital contract.

Mutual Trust Issues \$25,000 Minimum Plan

Mutual Trust Life announced its new \$25,000 minimum policy, the "estate builder," at three regional conventions during August in New Hampshire, Pennsylvania and California. The estate builder features a low going-in premium period. Also explained at the conventions were the company's new 15, 20, 25 and 30-year decreasing term policies, and the sub-standard writing of both the mortgage protection policy and the term-to-65 plan.

Some 190 persons attended the New Hampshire convention Aug. 21-23 at the Balsams in Dixville Notch. It was the company's largest regional convention to date.

The Pennsylvania meeting Aug. 26-28 was at Bedford, and the California meeting was at Lake Tahoe Aug. 30-Sept. 1. Vice-president Charles H. Kiefer addressed all three conventions. President Raymond Olson spoke at the New Hampshire and Pennsylvania gatherings.

West Coast Life Issues

New Rate Book, also

'Unique' Protector Policies

West Coast Life presented numerous new plans and a new and redesigned rate book at its Leaders Club convention recently in San Francisco. The new plans include a series of protector policies which are considered a "unique" approach to the total needs of the family man. Another innovation was the new rate book which is said to be the first of its kind issued by any U.S. life company in which premiums were all forms of policies other than single premium are graded by size of policy—with a modest increase in premiums for smaller policies reflecting the added expense of servicing such policies and reductions in premiums per thousand for larger and medium size policies.

An illustration of this system for adult policies is: \$3 increase in annual premium for policies under \$5,000; no charge in premium for policies between \$5,000 to \$10,000; 50 cents decrease per thousand for policies between \$10,000 and \$20,000, and \$1 decrease in premium per thousand for policies of \$20,000 and above.

The four new protector policies to which supplemental agreements may be attached for flexibility are titled: Income protector policy (decreasing term insurance with return of premiums, monthly income payable from death to end of term premium—convertible, non-participating); home protector policy—insurance payable at death; a convertible policy for specific years with premiums payable also at designated year according to shorter period of years; life time protector policy—modified endowment (with return premium feature) participating; and five year term policy—automatically convertible to endowment age 85 premiums payable until anniversary near 85 or prior to death. A format size 6 3/4 by 11 inches has been adopted for the new policies.

The company also has revised its A&S coverages, making many extensions of benefits and eliminations of exclusions; new daily hospital benefits and coverage, new surgical schedules including a larger list of operations covered.

Massachusetts Mutual has made cash awards to 20 employees for submitting suggestions which were adopted and will save an estimated \$4,950 a year.



in investments...

the plan to
fit the man

is Bankers Life of Nebraska's top line of Annuity policies. With complete Annuity plans, Bankers Life salesmen are equipped to set the pace. With Bankers Life Annuities the man who invests need never worry with reinvestment problems. Bankers Life's complete Annuity plans provide the answer to every man's investment in future living.

SINCE 1887

Bankers Life
INSURANCE COMPANY of Nebraska

HOME OFFICE • LINCOLN

Atlantic Offers Four New A&S. Life Plans; Eases Underwriting

Atlantic Life has introduced a new A&S contract, known as the business overhead expense policy, designed to guarantee funds to meet business overhead expenses of professional men and small business firms. Benefits begin on the 16th or 31st day of total disability, as selected by insured. It is written for a period over 12 months. Internal Revenue Service has ruled that premiums

for such coverage can be deducted from gross income for tax purposes.

The term protector, an annually reducing term plan not requiring a base policy, has been introduced. It can be written on 10, 15, 20, 25 or 30-year bases, and waiver of premium and double indemnity may be added. Double indemnity remains constant for the initial amount through the life of the contract.

The executive special, a 10-pay life plan designed for those in high income tax brackets, has been introduced. Issued in amounts of \$25,000 or more, it provides certain tax advantages for those with high incomes.

A \$25,000 minimum ordinary life contract, featuring low rates, has been introduced. Typical rates are: Age 15, \$9.78; age 25, \$13.38; age 35, \$18.68; age 45, \$27.88, and age 55, \$42.77.

In view of favorable experience in non-medical selection, all previous restrictions as to plan of insurance have been removed. New maximum amounts, providing up to \$15,000 non-medically up to age 35 for males and single, widowed and divorced females, have been set. Half this amount can be written non-medically on married females. These limits apply to all plans, including regular term contracts and term riders.



"Security is sure with Pacific Mutual"

says Virginia Howes, wife of John W. Howes (W. W. Stewart Agency, Los Angeles)

"As the mother of four, our 'Pacific Mutual Agents' Retirement and Insurance Plan' unloads a heap of worry from my mind. As for John, he likes the incentive in the Plan—says there's a real lift in seeing our security backlog grow as he climbs the Big Tree. And of course that's OK with me too!"

Virginia Howes accompanied her husband to the 1955 Pacific Mutual Big Tree Top Star Conference and National Convention.



Pacific Mutual

LIFE INSURANCE COMPANY

PACIFIC MUTUAL BUILDING
LOS ANGELES 14, CALIF.

LIFE • ACCIDENT & SICKNESS
RETIREMENT PLANS
GROUP INSURANCE

Michigan Agent Speaking at Canadian Sales Rallies

Jack C. Krause, associate general agent for the Grand Rapids-Lansing district of Penn Mutual Life, has started a speaking tour in Ontario in connection with the golden jubilee observance of

the Canadian Life Underwriters Assn. He is the only U.S. member of the four-man team appearing before sales rallies in Kingston, North Bay, Kirtland Lake and Sault Ste. Marie, Ont. Mr. Krause, a member of the Million Dollar Round Table, is speaking on basic selling techniques, analyzing sales psychology and philosophy.

EVERYONE'S TALKING!

OUR GENERAL AGENTS—
ABOUT CROWN LIFE'S

- Lower rates
- New Policy Plans
- Greater Opportunities



BROKERS AND SURPLUS WRITERS—ABOUT CROWN LIFE'S

- Ability to provide the extra services they need.

POLICY OWNERS—ABOUT CROWN LIFE'S

- Low cost protection
- Understandable policies
- Our outstanding record of achievement

For comparisons at a glance—ask for Crown Life's dial-a-rate card
—rates at all ages for most plans with a flick of the finger.

We are talking about further expansion.

CROWN LIFE
INSURANCE COMPANY
HOME OFFICE, TORONTO, CANADA

Over One Billion in force in our 53rd year

Licensed in: Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Indiana, Kansas, Louisiana, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, Nevada, New Hampshire, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Tennessee, Texas, Utah, Vermont, Washington, Wyoming and NOW IN SOUTH DAKOTA, the 37th state.

Starting our
SECOND QUARTER CENTURY
of PROGRESS based on
SAFETY • INTEGRITY • SERVICE

Serving more than 60,000 policyholders with more than \$176,000,000 insurance in force in 15 western and midwestern states.

Write George Milne, Jr., vice president, about opportunities for agents

UNION NATIONAL
Life Insurance Co.
13th and N
LINCOLN, NEBRASKA

Death Rate of Met Life Policyholders is 661.8

Health conditions among American wage earners and their families, as reflected by prevailing mortality, continued to be very favorable during the first six months, according to the experience among Metropolitan Life's industrial policyholders.

Although slight increases in mortality were recorded from the same periods of the banner years of 1955 and 1954, the current death rate of 661.8 per 100,000 policyholders is lower than that for the first half of any year prior to 1954.

The rise this year reflects principally increased mortality from the cardiovascular diseases and the cancers. There was a slight increase in the death rates from pneumonia and influenza, but a decrease in the tuberculosis rate. The principal communicable diseases of childhood—measles, scarlet fever, whooping cough, and diphtheria—continued to record a very low mortality.

The accident toll among the policyholders was higher by about 8% than during the first half of last year. For motor vehicle accidents, the increase was proportionately greater—from 13.8 to 15.3 per 100,000, an increase of about 10%.

India Starts Government Company in Nationalizing Life Industry

NEW DELHI—Indian Life Insurance Corp., owned by the government, has been formally set up to complete the process of nationalizing the life insurance business in India.

This company will handle all life business in the country. Formerly conducted by 149 Indian and 16 foreign companies, life insurance has been under government control since January when the government decided to nationalize the business. Prime Minister Nehru, in marking the birth of the new corporation, said, "Life insurance thus becomes one of the major state undertakings in India. It is an important step in our march toward a socialist society... the profit motive goes out and the service motive becomes more dominant."

Health Award to Fidelity Mutual

Occupational Health Institute has awarded a certificate of health maintenance to Fidelity Mutual Life for complying with Industrial Medical Assn. standards for medical service in industry.

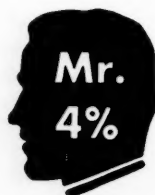
the Big Plus—

High Income Sells

Jefferson Standard policies

It's a simple selling fact . . . higher income is easiest to sell. 4% is the highest rate of interest paid by any major life insurance company . . . and Jefferson Standard has never paid less on policy proceeds left on deposit to provide income. Greater income at no increase in cost to the policyholder through the payment of higher interest is a potent selling point . . . another BIG PLUS enjoyed by Jefferson Standard agents.

Jefferson Standard
LIFE INSURANCE COMPANY Home Office: Greensboro, N.C.



THE GREATEST LIFE INSURANCE SALESMAN

Never gets on the defensive,
Never has to fight to get in with his sales talk,
Never has to contend with interruptions.

"He" is the Sound Slide-film, appealing to the eye and the ear simultaneously with a dramatized presentation, exactly as you want it given.

Ask for full details

O. J. McCLURE TALKING PICTURES

1115 West Washington Boulevard

CHICAGO 7

ILLINOIS

CAnal 6-4914

Southwest Management Conference at Dallas Draws 600 Delegates

DALLAS—In a series of five symposiums on factors involved in management of life insurance agencies, some 600 delegates heard 16 speakers present a panoramic view of problems and methods at sessions of the third annual Southwest Management conference in Dallas Sept. 7-8.

Each symposium panel included a company president, agency vice president and a general agent or manager so as to offer a three-fold view of the current situation. In large part each speaker reported on his own company's programs and results, and nearly every delegate went away with a bundle of scribbled notes for study.

The meetings, sponsored by the Texas General Agents & Managers conference, will be held again in Dallas next year and probably in New Orleans in 1958. The presiding chairmen this year were Maurice I. Carlson, vice-president of Universal Life & Accident, and P. H. Huffstetler, Great Southern Life, with the latter and William R. Bagg, John Hancock, Fort Worth, being chosen as co-chairmen for next year.

In addition Morris Brownlee, member of the Texas board of commissioners, supplemented his brief welcoming talk with a few observations from his long experience in the business, as follows: That no company of sound management and no self-respecting agent will have to appear before the board, and that the business as a whole is discredited when one element in it violates the laws.

The topics and speakers of the symposiums follow: "Recruiting and Selection"—John C. Higdon, president, Business Men's Assurance; Field Scovell, vice-president, Southland Life, and Jess Mankin Jr., Connecticut General Life, Fort Worth.

"Financing"—William P. Worthington, president, Home Life of New York; Ford Munnerlyn, vice-president, American General Life, and Fisher E. Simmons Jr., Pan-American Life, New Orleans.

"Training"—J. Ralph Wood, president, Southwestern Life; Charles E. Gaines, vice-president, Tennessee Life of Houston; and R. Percy Goynes, Mutual Life of New York, Dallas.

"Supervision and Motivation"—Travis T. Wallace, president, Great American Reserve; Eber Spence, vice-president, American United Life; and O. P. Schnabel, Jefferson Standard Life, San Antonio.

"Reducing Agency Turn-over"—Guilford Dudley, president, Life & Cas-

ualty; Edmund L. Zalinski, vice-president, John Hancock, and Edwin D. McGwire, New York Life, Phoenix, Ariz.

The concluding address, entitled "Let's Throw Away the Book and Dream," was delivered by Bruce Palmer, president of the Mutual Benefit Life.

Rockland County Assn. Wins \$50 for Being First With Meeting Schedule

The Rockland Underwriters Assn., though organized only last June, has won the \$50 prize offered by Managing Director Spencer L. McCarty of the New York state association to the first local completing its monthly meeting program for the entire 1956-57 season. The Oneonta association, also formed last June, was the only other local to get its schedule in before the deadline but it was 24 hours behind the Rockland association.

Mr. McCarty said he regretted that only one association could win the cash award but felt that all associations that competed are better because of the effort.

Not only will the officers be spared having to scurry around at the last minute to find a good luncheon speaker but the membership will have a copy in advance of their year's program, said Mr. McCarty. He also pointed out that this frees the association officers for personal life insurance production and any special projects the association develops during the year.

Both associations have acceptances for their December meeting of "adopt an orphan" day. At these meetings each member will have orphans as his guest at luncheon.

Fidelity Mutual Agents' Seminar

Fidelity Mutual Life has invited 19 new agents to attend a home office seminar during the week of Sept. 11. The invitations are based on length of service, amount of sales and production trend and are subject to sponsorship by the general agent.

Purpose of the seminar is to give the men a broad concept of the career and opportunity to meet home office executives. They will see how the operations of various departments relate to sales. The program includes a tour of the home office and discussions of prospecting, programming, direct mail, optional modes of settlement and handling claims.

p f Asks Stock Sale Permit

Los Angeles—p f Ins. Co. has made application to the California department for a permit to sell 2,500 shares of its \$100 par value stock at a price of \$220 a share. The buyer will be Pacific Finance Co. Officers of p f are all associated with Pacific Finance, which wholly owns p f. p f will write life and disability insurance if and when it receives a certificate of authority.



FINANCIAL WORRIES ELIMINATED

Finest career salary contracts available to new agents.

COMPETITIVE RATE BOOK

Low premium, high cash value whole life plan. Guaranteed Renewable Accident and Sickness and Hospitalization contracts.

Disability Income of \$10 per month per \$1,000.

MODERN LOW COST TERM POLICIES AND RIDERS

SUB-STANDARD TO TABLE "P" (500% Mortality)

TCP COMMISSION CONTRACTS

Write H. Smith Hagan, President

MIDLAND NATIONAL

Life Insurance Company

WATERTOWN, SOUTH DAKOTA

Licensed in Illinois, 14 states West of the Mississippi River and Alaska.

Peirce Named LIAMA Managing Director

(CONTINUED FROM PAGE 1)

the new managing director should be in his 40s so that he could look forward to a long period of career service with this association. . . . In our opinion, Fred Peirce measures up in all respects."

Observing that LIAMA is in its strongest position in history, Mr. Hale paid tribute to the other officers—S. Rains Wallace, Lewis W. S. Chapman, and Elizabeth C. Stevens—who provide "an inspired and dedicated leadership that I would match against any trade organization anywhere."

Mr. Peirce is a director of the Hartford Heart Assn. and a former chairman of the Heart Fund campaign. He is presently on the budget committee of the Greater Hartford Community Chest.

ZIMMERMAN LAUDS PEIRCE

Charles J. Zimmerman saluted the selection of Mr. Peirce as managing director of LIAMA and predicted that the new director will be "a great institutional leader." Mr. Zimmerman's remarks follow:

"When I joined LIAMA in 1946 Fred Peirce was already one of the most prominent men in the organization. He in the years since then he has progressed and developed steadily. This forward progress included his promotion to the position of assistant to the managing director in 1954. In the interim he has been exposed to all facets of the operation of the association."

"From every standpoint he is eminently qualified to assume leadership of LIAMA. He brings to the position an institutional viewpoint, a broad experience and administrative ability which

ideally qualifies him. In addition he has proven himself to be a great team player and one who is backed up by a great team of officers and by a great staff. I predict he will be a great institutional leader."

Ins. Co. of North America Has Life Subsidiary

(CONTINUED FROM PAGE 1)

Collett "against Algerines and other Barbary Corsairs, in a voyage from Philadelphia to London, in the ship *George Barclay*, himself master, valuing himself at \$5,000." The premium for the single voyage was 2%. However, since almost all of North America's life insurance applications came from sea captains and traveling adventurers, the extensive investigation of each applicant's character, habits, and plans made the pursuit of this business unprofitable and the company dropped out of it, concentrating on fire and marine.

Hancock Appoints Bodenmiller at Omaha

George W. Bodenmiller has been appointed John Hancock general agent at Omaha to succeed I. Wesley A. Jones, who resigned to return to personal production with the company. Mr. Bodenmiller has been assistant general agent at San Antonio. Mr. Jones has been with the company 15 years and is past president of Omaha Life Underwriters.



G. W. Bodenmiller

Life Companies Lend \$3.5 Billion in '55 in Corporate Loans

Last year 33% of all long term corporate financing was in the form of direct placement loans totaling \$3,462,000,000 made by life companies, pension funds and other institutional investors, according to Allen D. Harper, vice-president in charge of the securities department of Pacific Mutual.

Publicly offered bonds supplied 41% of the total, common stock sales 20% and preferred stock 6%. Direct placement loans, however, will increase in importance in financing the long term capital needs of American industry, wrote Mr. Harper in a recent Pacific Mutual information letter to bankers.

"Direct placement" designates loans, generally handled through the bond investment departments of life companies, which do not involve payment of underwriting fees to investment bankers. However, two-thirds of Pacific Mutual's direct placements were developed by investment bankers, who receive a fee from the borrower for their services but assume no underwriting liability.

Low costs have stimulated growth of direct placements. Avoidance of registration with Securities & Exchange Commission results in generally lower legal expense, and the loan agreement is inherently less expensive than issuing marketable bonds which require a trust indenture. A final major saving

is elimination of the need for underwriting liability in distribution of marketable securities. Total savings run from a minimum of 1/2% to as much as 5% of the principal amount for some of the smaller loans, Mr. Harper said.

Direct placements are confined primarily to bond financing because investors in preferred and common stock issues dislike the limited marketability aspect. Commercial banks and insurance companies often participate jointly in these loans, with the banks taking early maturities or a share in the entire loan.

Pacific Mutual has completed one direct placement as small as \$75,000 and participated in one which totaled \$300 million, Mr. Harper said.

Offer Group Credit Life to Fruehauf Trailer Buyers

Fruehauf Finance Co. has purchased a group credit life plan to cover those who buy Fruehauf truck trailers on time contracts. No medical examination is required, and in the event of death, the contract is paid in full up to \$30,000, thereby eliminating any amount owing on the contract to become a liability against the purchaser's estate. Only one person in a partnership or corporation may be designated as the insured.

Arnold P. Baker, St. Paul area manager for Northwestern National Life, has been elected president of St. Paul Sales Executives club.

ACTUARIES

CALIFORNIA

COATES, HERFURTH & ENGLAND

CONSULTING ACTUARIES

San Francisco Denver Los Angeles

GA.-VA.-N.Y.

BOWLES, ANDREWS & TOWNE
ACTUARIES

Insurance Company

Management Consultants

RICHMOND ATLANTA NEW YORK

GEORGIA & MICHIGAN

ALVIN BORCHARDT & COMPANY

CONSULTING ACTUARIES

— AND —

INSURANCE ACCOUNTANTS

3501 CADILLAC TOWER DETROIT 26, MICH.
1106 WILLIAM OLIVER BLDG. ATLANTA, GA.

ILLINOIS

CARL A. TIFFANY & CO.

CONSULTING ACTUARIES

211 West Wacker Drive
CHICAGO 6

Telephone CEentral 6-1288

ILLINOIS (Cont.) B

CHASE CONOVER & CO.

Consulting Actuaries
and

Insurance Accountants

332 S. Michigan Ave. Chicago 4, Ill.
Telephone WAbash 2-3575

IOWA

TAYLOR AND TAYLOR

CONSULTING ACTUARIAL AND
IBM STATISTICAL SERVICE

Home Office 814 American Bldg.
Cedar Rapids, Iowa

INDIANA & NEBRASKA

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President

Indianapolis Omaha

NEW YORK

Consulting Actuaries
Auditors and Accountants

Wolfe, Corcoran & Linder

116 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY

ASSOCIATE

E. P. Higgins

THE BOURSE PHILADELPHIA

Climbing to New Heights!

NOW—WE ARE
COMPLETELY MUTUALIZED

Our Constant Aim:
Greater Life Insurance Service
To the Public
Through a Strong and Rapidly
Expanding Agency Operation.
A fast growing,
progressive company.
A definite plan for advancement.
A new and modern contract.

Write: G. Frank Clement, Vice President in Charge of Agencies

Shenandoah Life
Insurance Company

Home Office • Roanoke, Virginia



A MUTUAL LIFE INSURANCE COMPANY OWNED BY AND OPERATED FOR ITS POLICYHOLDERS

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.
THE NATIONAL UNDERWRITER—
LIFE EDITION

MANAGERIAL OPPORTUNITY IN HAWAII

A large and well established company in Hawaii, representing one of the finest Life Insurance Companies in the United States, has an unusual opportunity for the right man as Director of Training in its Life Insurance Department. The man we want is between 30 and 45 years old, with a capacity for career development in Life Insurance Management. Please write stating age, educational background, experience, salary requirement, and other related information, and enclose a photograph. An interview will be arranged in the United States. Address by air mail: Life Department Manager, American Factors, Limited, P.O. Box 3230, Honolulu, Hawaii.

INTERESTED IN MICHIGAN?

General Agency opportunities in various centers. Our contract is well worth asking about. Complete line at competitive rates with full underwriting facilities. Established 1897. Reply to The Northern Life Assurance Company, Northern Life Bldg., London, Ontario.

LOOKING FOR A CHANCE TO ADVANCE?

Your opportunity is in a growing company which sells an important insurance service to lending institutions. Top executive contacts require above average men. Applicant should possess college level education, have executive sales ability, be a self starter with strong personal motivation, be free to travel and want to obtain top goals for himself in the company. Liberal salary and all expenses. For opportunity unlimited, write complete facts about yourself to Box P-20, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED HOME OFFICE SUPERVISORS

A 48 year old Mid-western insurance company offering a complete line of Life, Accident & Sickness coverages is in need of one or two supervisors to help staff its Sales Department. Must rate high in recruiting and sales ability and aid in sales promotion. Will be located in Home Office city and travel Wisconsin and Minnesota. Age—under 45 and married. Success background. Replies will be kept confidential. Address Box P-23, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

LIFE INSURANCE EXECUTIVE

Strong financially established Legal Reserve life company located in St. Louis has unusual opportunity for experienced and proven man to develop sales force. This is a top managerial position as Vice-President offering an attractive salary, incentive plan plus the full cooperation of a young dynamic company. Write fully about yourself, including photo. Replies strictly confidential. Write Box P-27, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

Agents Expect Ordinary Life in Force to Reach \$1 Trillion by 1970

Insurance men expect the amount of ordinary life insurance in force to continue tripling every 17 years, climbing from \$11 billion in 1902 to \$316 billion in 1953 and to an astronomical \$1 trillion by 1970, according to the August issue of *Life Association News*, official magazine of National Assn. of Life Underwriters.

The publication, which contained results of surveys and articles showing how insurance men are thinking on topics important to the future of their communities, reported that the men believe they are outranked in social prestige only by lawyers and dentists while ordinary life agents hold the highest prestige among insurance men.

The insurance men found that the largest block of life policyholders in the country consists of foremen, craftsmen and similar occupational groups. These people account for one-fifth of the adult life policyholders and as a group are 90% insured, compared with 88% of clerical and sales personnel, 87% of professional workers, 85% of managers and self-employed persons, and 79% of laborers and service workers. Campaigns in educating all groups toward greater confidence in the new benefits of life insurance are being undertaken throughout the country.

The men are equally divided in opinion over whether the average agent is receiving enough training and technical education to meet the challenges and needs of today's market. The magazine's survey on agent training drew 42% "yes" replies and the same percentage of "no" answers.

They cited statistics showing that thousands of the nation's 12 million persons aged 65 or older are still making an independent living selling insurance, while hundreds of thousands more make up the 15% receiving comfortable retirement incomes from sound insurance programs.

They acknowledge being bothered to some extent by the pressure for doing an increasing amount of business, but admit candidly that the greater part of that pressure comes from within themselves.

They are increasingly interested in offering greater security to the 21 million working women, representing one-third of the country's total working force. Six out of 10 women are life policyholders, totaling \$50 billion.

The men are taking advantage of opportunities to enroll in classes giving specialized training in current insurance developments. In 20 key cities selected as significant areas, 90% of local associations elected to hold A&S classes sponsored by Life Underwriter Training Council, with a total enrollment of 462 agents.

They consider baby group cases as offering a progressive step from which the public, agents and companies can benefit. This is in direct contrast to their views on jumbo group cases, which they feel may be a dangerous disservice to all these groups.

They are concerned with the current trend toward spending the national income on "fringe frivolities," of less and less permanent economic value, and charitable institutions.

August Is Best Month for Mutual of New York

Mutual of New York ordinary life sales in August were \$48,408,182 for the best month of 1956, the largest

August on record and the fourth time a record month was achieved this year. Ordinary sales in the first eight months totaled \$350,530,002, up \$30,436,556. The Myer Agency in New York City lead in August and the year-to-date. Group, A&S and hospitalization sales also were up.

Cites Cooperation by Life and A&S Agents as Good Public Relations

The life and A&S branches of the business have much in common, and their cooperative activities—especially at the local level—strengthen both of them and foster the public recognition that whatever affects the various branches of personal insurance will be of interest to all.

That was the assertion of Holgar J. Johnson, president of Institute of Life Insurance, who addressed a joint meeting of Indianapolis Assn. of Life Underwriters and Health & Accident Assn.

Mr. Johnson listed local activities which will help build the prestige of agents and companies and help maintain the public goodwill and acceptance of the business. They included forthright sales presentations based on the policyholder's interest; continuous service to keep policies up-to-date; explanation of the contract at time of delivery; prompt processing of claims to policyholders' satisfaction; spreading of the story of insurance; acquaintance and cooperation with the various publics; cooperation with the local press, and service to the community.

Work at the local level is a vital part of the institution's good public relations effort that cannot be met by the national activities, Mr. Johnson pointed out. The health insurance and life insurance institutes are constantly at work at the national level, but the greater part of the basic effort toward better public relations must still be done at the local level by those in continuous and direct contact with the public. This is a challenge and a responsibility for agents' local groups throughout the U. S.

Indianapolis Life Sales in August Set Record

Sales volume for August was the greatest ever, ending 30% above August of last year. Production for year to date is 18% ahead of the first eight months in 1955. The Kaufman agency of Shelbyville, Ind., led all the company's agencies for the month, while Edgar T. Russell of San Antonio was the company's leading individual salesman.

Form Universal American in Ga.

Universal American Life Insurance Co. of Atlanta has received a charter to write life, A&S, industrial life, annuities and reinsurance in Georgia.

The company has authorized capitalization of \$2 million. There are 400,000 shares of common stock of \$5 par value, of which 20,000 will be offered at public sale to Georgia residents. Organizers include E. D. Shore and E. W. Van Houton, Atlanta realtors and developers; J. Carl Hodges Jr., Jonesboro real estate and investment attorney; Dr. Robert P. Shinnall of Atlanta and Decatur; H. O. Nelli, former commanding officer of the ordnance automotive school at Atlanta and former insurance executive; Edmund P. Phillips, Atlanta insurance executive; J. C. Anderson, sales manager of an Atlanta real estate firm, and W. C. Dowis, Atlanta life insurance man.

Reorganizations Add to Problems of Benefit Plans

Business reorganizations intensify numerous problems in connection with pension and profit sharing plans, not the least of which lie on the tax area, according to Meyer M. Goldstein, executive director of Pension Planning Co. of New York City. In a booklet just issued entitled, *Pension & Profit-Sharing Plans in Business Reorganizations*, Mr. Goldstein treats various aspects of the problem in considerable detail and winds up with the following statement:

"The tax consequences are important and far reaching. In order to obtain the special tax treatments, it is necessary to maintain a qualified and exempt status at all times. The plan must meet the applicable requirements for qualification and the trust forming a part thereof must comply with the requirements for exemption. The applicable principles must be adhered to in establishing a new plan, in amending an existing plan, in terminating a plan, or converting one type of plan into another.

"The manner of accomplishing the desired results in effecting a reorganization may have a material bearing on deductions for employer contributions and the safeguarding of carryovers for contributions in excess of the allowable limits for a particular year. It may also result in important repercussions with respect to the tax treatment of employees. It may spell out the difference between being currently taxed and deferring tax to the time of ultimate distribution, and effecting a tax at regular normal and surtax rates or at long-term capital gain rates.

"These considerations require the highly specialized treatment and concerted action of the attorney, accountant, actuary, trustee, insurance and pension consultant. As a team, they are in a position to effect the desired results."

Convention Dates

- Sept. 16-19, Life Office Management Assn., annual, Edgewater Beach hotel, Chicago.
- Sept. 17-19, International Claim Assn., annual, Hotel Chamberlain, Old Point Comfort, Ft. Monroe, Va.
- Sept. 17-19, National Fraternal Congress of America, annual, Hotel Statler, Cleveland.
- Sept. 21-26, American Society of Chartered Life Underwriters, annual, Washington, D.C.
- Sept. 23-28, National Assn. of Life Underwriters, annual, Statler-Mayflower hotel, Washington, D. C.
- Sept. 24-26, Life Insurance Advertisers Assn., annual, Jung hotel, New Orleans.
- Sept. 24-28, National Assn. of Life Underwriters, annual, Statler-Mayflower, Washington, D. C.
- Oct. 8-12, American Life Convention, annual, Edgewater Beach hotel, Chicago.
- Oct. 23-25, Assn. of Life Insurance Medical Directors of America, annual, Roosevelt hotel, New Orleans.
- Oct. 25-26, Actuarial Club of the Pacific States fall meeting, Del Monte Lodge, Pebble Beach, Cal.
- Oct. 25-26, LIAMA Atlantic Alumni Assn., annual, Berkley-Carteret hotel, Asbury Park, N. J.
- Oct. 25-27, Midwest Management conference, French Lick, Ind.
- Nov. 11-16, LIAMA, annual, Edgewater Beach hotel, Chicago.
- Nov. 12-14, Society of Actuaries, annual, The Greenbrier, White Sulphur Springs, W. Va.
- Nov. 14-16, Institute of Home Office Underwriters, annual, Statler hotel, Dallas.
- Dec. 3-7, National Assn. of Insurance Commissioners, semi-annual, di Lido hotel, Miami Beach.
- Dec. 12-13, Life Insurance Assn. of America, annual, Waldorf-Astoria hotel, New York.

intensify
ction with
plans, not
tax area
stein, ex-
Planning
a booklet
& Profit-
organiz-
various as-
siderable
ne follow-

important
obtain the
necessary
d exempt
must meet
for quali-
ng a part
e require-
applicable
in estab-
ng an ex-
plan, or
to anoth-

shing the
reorgan-
l bearing
contribu-
of carry-
ess of the
ular year.
nt reper-
tax treat-
ll out the
currently
e time of
fecting a
rtax rates
rates.
quire the
and con-
account-
ance and
they are
esired re-

tes

ent Ass.
, Chicago
m., annual
omfort, R.

ongress of
Cleveland
Charter
ngton, D.C.
ife Under-
wer hotel.

sers Ass.
ife Under-
, Washing-

on, annual.

ce Medical
osevelt ho-

itile States
e, Pebble

nni Ass.
bury Park

conference.

ater Beach

annual, The

ts, W. Va.

ce Under-

ance Con-
to hotel.

America,
w York.



moving ahead



Pittsburgh, key industrial city and expanding insurance market, is the location of Great-West's newest branch. The opening this spring of our 56th branch is in keeping with Company progress and development over the past decade. In that period 14 new branches were opened, total business in force tripled, and assets increased from \$245,000,000 to \$556,000,000.

THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA



We're showing this ad
14,220,009 times...to step up sales
of New York Life policies!



**Hard-working
Advertisements**
like this one are being
seen by millions in *Life*,
Look, *Newsweek*, *Time*—
and other leading
publications. They help
stimulate even greater
demand for New York
Life policies.

**Now...income that can see your family
safely across the next 20 years!**

New York Life's Family Income Feature may be included in most of its new policies for little extra—can pay your family a monthly income during their most critical years—then pay the policy's face amount besides!

It's a problem nearly every young father faces: his responsibilities are usually biggest just when his youngsters—and budget—are littlest.

Designed especially to tide your family over their 20 most important years, New York Life's Family Income Benefit can multiply your life insurance protection—at only small additional cost. With it, you can assure a substantial monthly income for your wife and for your children during their "growing-up" years, if you're not there to support them.

If you die during the 20-year Family Income

period, your family would be paid a guaranteed amount each month during the balance of the period. If you live to the end of the period, you stop paying the small extra Family Income premium at the end of the twentieth year—and still retain your basic life insurance protection.

This Family Income feature can be included in almost any New York Life policy when issued—from ages 18 through 55. It can offer your dependents an income of either \$10 or \$20 monthly—whichever you choose—for every \$1,000 of the basic policy's face amount. Cost is surprisingly low. For example: the additional annual charge for \$20 monthly income per \$1,000 of the basic policy would be only \$5.74 issued at age 25; \$11.18 issued at 30; \$14.92 issued at 35.

Get more information from your New York Life agent! You'll find the reward of knowing

your family is well protected during these "young years" well worth the few extra pennies a day.

The New York Life Agent in Your Community is a Good Man to Know

**NEW YORK LIFE
INSURANCE COMPANY**

51 Madison Avenue
New York 10, N. Y.

(In Canada: 230 Bay Street, Toronto, Ontario)

Please send me, at no obligation, your booklet giving details of the Family Income Plan.

NAME _____ AGE _____
ADDRESS _____
CITY _____ STATE _____

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY **BE**
IS A GOOD MAN TO **KNOW**

**NEW YORK LIFE
INSURANCE COMPANY**

A MUTUAL COMPANY



FOUNDED IN 1845

Modern policies for modern needs include Ordinary Life Insurance, Group Insurance, Accident and Sickness Insurance and Pension Trusts